MARCH 31, 1947

PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

“oh, radio’s all right

for the other fellow”

GOOD SIR, radio is all right for *you*, too. More than all right when you have something to sell — *fast*. No matter what. WOR has sold carrots and pianos and books and corsets and turkeys. It can sell your product, too. And fast — at some of the lowest costs-per-thousand homes reached in American radio.

Consider turkey, the kind WOR sold so much of, so quick. The program was brief, 5-days a week. But it *tripled* the turkey marketer’s sales; pulled mail from Maine, North Carolina, Michigan and Canada, not to mention New York, New Haven, Philadelphia and 13 other cities of more than 100,000 people each.

If you have a new product — want to launch it fast; if you have an old product — want to sell it fast, use WOR. Over and again WOR has proved it’s one of the quickest, most economical methods around. If you want to jab the richest collection of markets in the world and see sales soar — use WOR. Our address is . . .

WOR

—that power-full station

at 1440 Broadway, in New York

mutual

IN THIS ISSUE: BROADCASTING’S ANNUAL BUSINESS INDEX

THIS IS THE

WEBER FAMILY

OF EVANSTON, ILLINOIS

The Webers: David, Mrs. Weber, Gwyneth, Madeleine, Mary Kathleen

Jacob Weber and family live at 1423 Dewey Avenue in Evanston, suburban community north of Chicago.

Mr. Weber is a tile setter, and most of his work involves flooring for new store-buildings. One month he may be in Mankato, Minnesota; the next, in Cedar Rapids, Iowa, or Decatur, Illinois. This is why Mrs. Weber tunes every WLS newscast . . . as she points out, it gives real coverage of the middlewestern area and she keeps well-posted on events in the community where her husband is working. He in turn listens to the same broadcasts for information about weather and other factors affecting his family in Evanston.

The Weber family includes four young suburbanites . . . Gwyneth, who is five and goes to kindergarten; David, age 4; 3-year-old Mary Kathleen, and Baby Madeleine. The youngsters enjoy our "Happy Hank" kid show, and each noon, they all march around the table to the stirring march melodies that always open WLS Dinnerbell Time.

WLS microphones have been beamed on the Webers and families like them for 23 years . . . maintaining constant alertness to their radio needs . . . providing service and entertainment that have made all these Midwest families *loyal listeners* . . . the kind of listeners who make for dependable advertising results.

WLS

CHICAGO 7

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

890 kilocyles, 50,000 watts, American affiliate. Represented by John Blair and Company. WLS covers intensively 288 counties in Illinois, Indiana, Michigan, Wisconsin and bordering states.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX...KTUC, TUCSON...KSUN, BISBEE-LOWELL-DOUGLAS

CARTER PERKINS

FROM ANCIENT ROME *to* MODERN RADIO

The Legions of Caesar had military might, but they depended on primitive methods for signaling. Flares projecting from stockaded towers relayed messages from post to post.

Today, your message is not restricted to what your customers can see. The antennae towers of WCBM deliver your communication right into homes throughout metropolitan Baltimore. Time buyers know that they can rely on this station for comprehensive coverage and dependable delivery. The modern way to promote your products in this area is to use the facilities of WCBM.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

THERE'S SOMETHING MAGIC about percentages. In considering Blue Book matters on ratio of commercial versus sustaining, FCC majority (usually Durr, Walker, Wakefield, Hyde) is quiescent if commercials are 80% or under. If figure passes 80, fur flies.

ANOTHER EXPLOSION in program rating field expected within fortnight based on most comprehensive basic market coincidental survey undertaken independently, involving more than 100,000 calls. Understood major network ratings varied widely from conventional studies, showing much higher percentages and sharply revised program rating order. Stemming from this comprehensive study may be blast against practice of using only 33 four-network cities for listening studies on ground it does not reflect nationwide habits.

POSSIBILITY of Congressional investigation of FCC discussed informally Friday at executive session of House Interstate & Foreign Commerce Committee. While no decision reached, Committee view was that it should have jurisdiction rather than select committee.

OPPOSITION of affiliates to major network plan to eliminate station break announcements is taking tangible form in at least one instance. Move on by NBC affiliates to organize in effort to reclaim station break quotas and block network's effort to eliminate them, even with higher compensation for affiliates.

ANENT STATION BREAKS, could it be that recurring reports of relaxation by FCC of

(Continued on page 86)

Upcoming

March 31: NAB Special Standards of Practice Committee, Waldorf-Astoria, New York.

April 1-2: NAB Program Executive Committee, Waldorf-Astoria, New York.

April 14: FMA Region 1, Ten Eyck Hotel, Albany, N. Y.

(Other Upcomings page 82)

Bulletins

REAL ISSUE in controversy over William L. Shirer dismissal from CBS Sunday evening spot is whether network has right to exercise its editorial judgment in substituting Joseph C. Harsch, William S. Paley, CBS board chairman, told Voice of Freedom Committee late Friday. Mr. Paley said Shirer was not fired; that J. B. Williams Co., sponsor, had not complained about Shirer; that another assignment was planned for Shirer (early story page 84).

C. E. HOOPER Inc. proposal to increase interviewing in San Antonio to be submitted following protests of city's outlets. One cancellation received from city as of May 1 but new proposal designed to meet complaints and avert further threatened withdrawals. Hooper proposes to do double interviewing in October and November, repeating in spring, giving total of five reports yearly instead of three.

WENE Endicott-Binghamton, N. Y., joins ABC July 1 as network's 247th affiliate. New station will operate fulltime with 250 w on 1450 kc and be managed by Kieth S. Field.

Business Briefly

RALEIGH RENEWALS ● Brown & Williamson Tobacco Corp., Louisville (Raleigh), effective April 22 and 25 respectively renews for 52 weeks two NBC programs, *Red Skelton Show*, Tues., 10.30-11 p.m. and *People Are Funny*, Fri. 9-9:30 p.m. Agency, Russel M. Seeds Co., Chicago.

RADIO FOR VEL ● Colgate-Palmolive-Peet Co., Jersey City, will use radio in campaign advertising soapless suds product, VEL. Agency, William Esty & Co., New York.

CAMPBELL PLANS ● Campbell Soup Co., Camden, N. J., completing plans for day and night five-weekly strips and 30-minute weekly period though contracts not signed. CBS reportedly to be used exclusively.

GENERAL FOODS TV HOUR

GENERAL FOODS Corp., New York, on April 3 starts weekly telecast on WNBT New York, NBC television station, Thurs. 8-9 p.m., for 52 weeks. First half-hour will be video version of *Juvenile Jury*, which company sponsors on Mutual for Gaines dog food. Agency, Benton & Bowles, New York. Sponsor's 8:30-8.45 spot will feature Harriet Van Horne in interviews. Final quarter-hour will be *I Love to Eat*, starring James Beard, gourmet, on WNBT for year. Beard and Van Horne programs will advertise Birdseye frozen food products. Agency, Young & Rubicam, N. Y.

FAVOR AAAA DISCOUNT

PRELIMINARY reactions to request by American Assn. of Advertising Agencies for establishment of 2% cash discount policy by stations reported to be "very encouraging" by AAAA spokesman. By Friday 16 letters received from eastern stations [BROADCASTING, March 24].

New FM Allocations Are En Route

FCC WILL promulgate new spectrumwide FM allocations in two or three weeks, spacing stations in same area three or four channels apart to eliminate interference problem at source, it was learned authoritatively Friday following extraordinary session of FCC and staff.

Giving FM matter top priority following disclosure of results of Syracuse experiments [BROADCASTING, March 17; editorial, March 24] FCC last Thursday and Friday called in Syracuse FM station owners, and promptly decided on reassignment there for test purposes, to eliminate cross-talk which developed under alternate channel operation. Stations notified Friday by telegram of new temporary assignments providing seven and eight-channel separation. WFBL-FM retains present assignment on 93.1 mc. WSYR-FM, which was on 93.5 mc, just two channels removed, shifts to 94.5 mc, seven channels removed, and WAGE-FM, now under construction, was shifted from 93.9 to 96.1 mc, eight channels away from WSYR-FM. Provision made for experimental station on intervening channels to determine how close assignments can be made without interference.

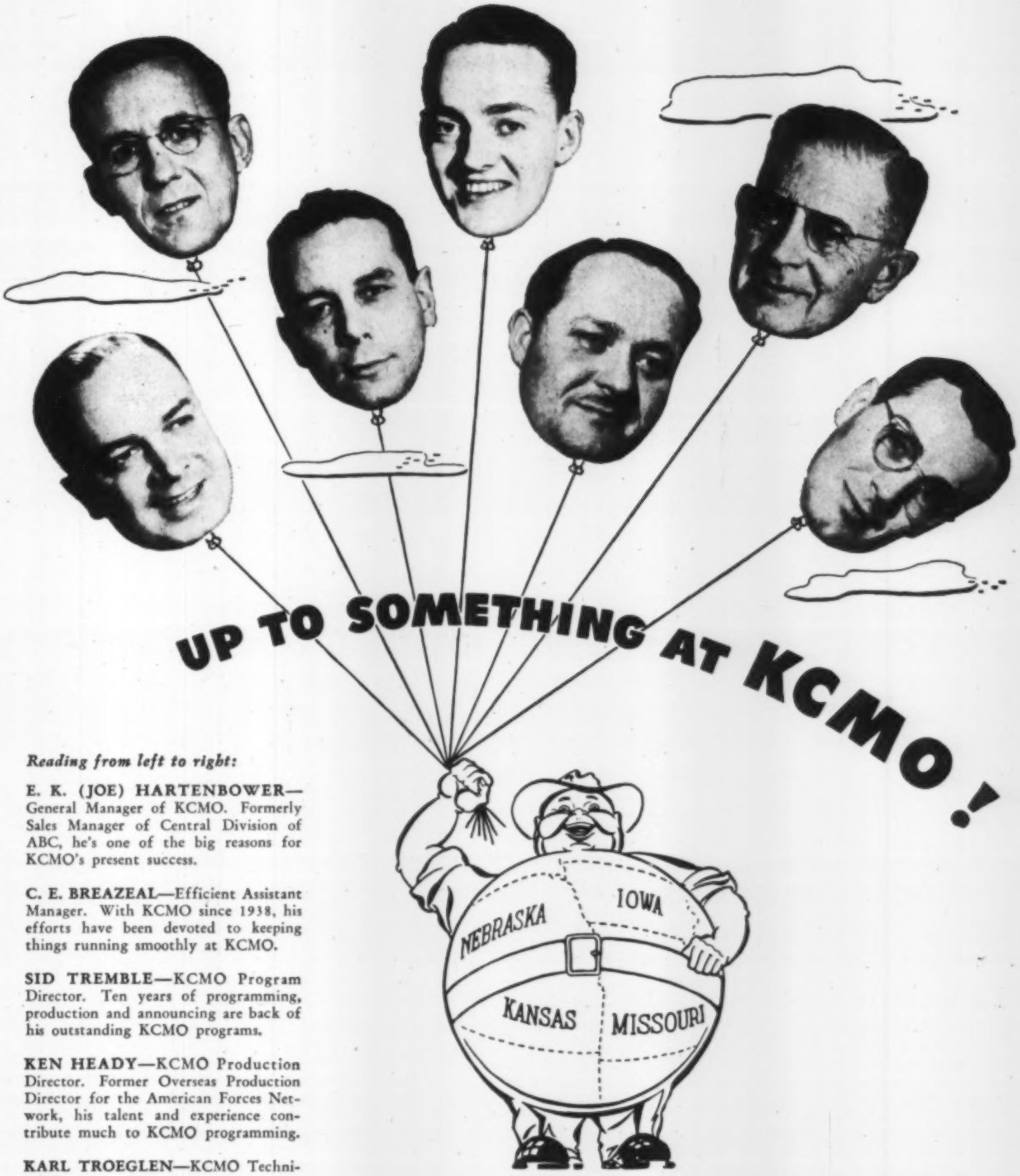
Harry C. Wilder, president of WSYR, called in Friday morning by FCC to discuss results of Syracuse experiments. Wilder could not be reached in Washington for comments, and while no official statement was issued by FCC, it is open secret that engineering department has been working on new allocation plan, to root out source of interference trouble quickly.

Just how realignment will work is problematical. Whether it will be possible to retain same number of available assignments in East and in other markets is matter of geography. Several alternate plans drafted by engineering department under direction of Cyril M. Braum, chief, FM Broadcast Division, presumably to bring about temporary alleviation to accommodate FM stations now building, but on sufficiently broad base to avoid future fundamental changes.

FCC has centered its new study of frequency separation on theory present block-allocation method, wherein stations in same area are just fractional-inch apart on dial, will tend to discourage audience acceptance. By widening separation between stations dialing would be less difficult, and possibly open way for general introduction of push-buttons for FM.

Feeling at FCC is that problem should be coped with promptly, so there will be minimum upsetting of existing operations, and so holders of conditional grants and CPs, now totaling about 1000, can change engineering designs with minimum expense. Stemming from new alignment may be requirment that Class B stations of substantial output be located out of town to minimize cross-talk possibilities in blanket areas.

Expense of altering existing assignments is dependent upon several factors. Crystal changing to new frequencies isn't major item, but alteration of antennas, and possible location changes (if ordered) may run into substantial sums. It is generally agreed, however, that time to effect changes, even if on temporary basis, is now.



Reading from left to right:

E. K. (JOE) HARTENBOWER—General Manager of KCMO. Formerly Sales Manager of Central Division of ABC, he's one of the big reasons for KCMO's present success.

C. E. BREAZEAL—Efficient Assistant Manager. With KCMO since 1938, his efforts have been devoted to keeping things running smoothly at KCMO.

SID TREMBLE—KCMO Program Director. Ten years of programming, production and announcing are back of his outstanding KCMO programs.

KEN HEADY—KCMO Production Director. Former Overseas Production Director for the American Forces Network, his talent and experience contribute much to KCMO programming.

KARL TROEGLEN—KCMO Technical Director. His 20 years' experience in radio engineering serves well in his job as supervisor of construction on KCMO's 50,000 Watt transmitter.

C. E. MORRILL—Manager of Local Sales for KCMO. He has a long record of advertising success including newspaper and outdoor experience.

F. C. STRAWN—KCMO Promotion Director. Came to KCMO in 1944 after spending 8 years in sales and promotion of the staff of life—bread. His proficiency is equalled only by his originality.

Power alone isn't enough! It takes an efficient, talented organization to make a radio station successful. And every member of the KCMO staff is a specialist in his line, all set and ready to go—with new ideas for promotion and programming in keeping with KCMO's increased power—50,000 Watts Daytime, 10,000 Watts Night (now under construction)—the most powerful station in Mid-America.

KCMO - Kansas City, Missouri - Basic ABC for Mid-America. National Representative, John E. Pearson

EARLY BIRD CATCHES
667 Phone Calls in 58 Minutes

(6:01 to 6:59 A.M., that is)

Byron Head PROVES KOIL has an early morning audience, too!

Ever doubt the value of early-morning time? Then here's a prize "doubt-dispeller"—about Byron Head, the early bird who rules the roost in Omaha from 6 to 8 A.M.

Facing an "early-morning mike" is often lonely and uninspiring thought Byron at 6:00 A.M. on February 14th.

"Call and let me know you like my show," said Byron casually to his listeners. Immediately, pandemonium broke loose! In 58 minutes, 667 calls recorded; switchboard at saturation point; and calls continued all morning long.

To sum up: KOIL's tremendous morning audience in the Omaha-Council Bluffs area is highly responsive even at the *early* hour. Let Byron Head make this audience respond for you, too! Call Petry.

CHARLES T. STUART
President & Exec. Director
Ex. Offices—Stuart Bldg., Lincoln, Nebr.

EDWARD PETRY & CO., INC.
National Representatives

W. J. NEWENS
Station Manager

BASIC ABC
1290 KC
5000 WATTS
KOIL

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Elizabeth Jo Hailey, Mary Zurhorst; EDITORIAL ASSISTANTS: Jocelyn Brown, Frances Tymann; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack. AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Patricia Ryden, Dorothy Macarow. **Bruce Robertson**, *Senior Associate Editor.* ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 20c PER COPY

KSFO

Music and Mood Programming

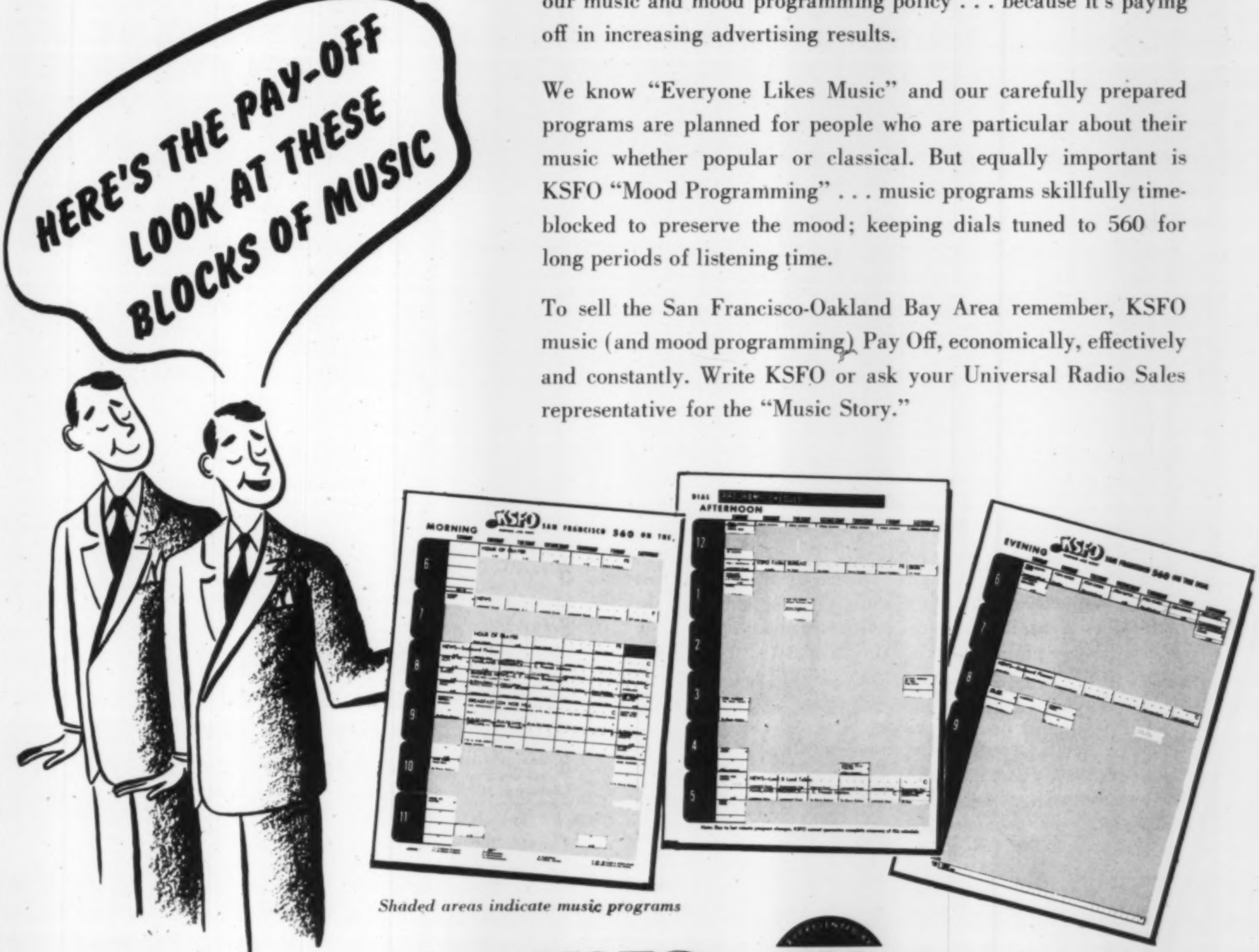
PAY OFF!

✯ 71.34 percent of KSFO time is MUSIC!

Long time advertisers and new users of KSFO time are cheering our music and mood programming policy . . . because it's paying off in increasing advertising results.

We know "Everyone Likes Music" and our carefully prepared programs are planned for people who are particular about their music whether popular or classical. But equally important is KSFO "Mood Programming" . . . music programs skillfully time-blocked to preserve the mood; keeping dials tuned to 560 for long periods of listening time.

To sell the San Francisco-Oakland Bay Area remember, KSFO music (and mood programming) Pay Off, economically, effectively and constantly. Write KSFO or ask your Universal Radio Sales representative for the "Music Story."



Shaded areas indicate music programs

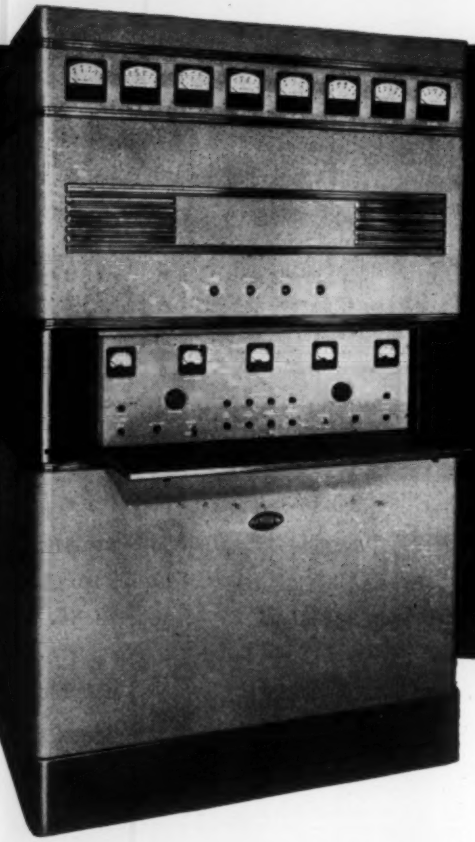
DIAL 560 KSFO

URS UNIVERSAL RADIO SALES

SAN FRANCISCO

NEW YORK • LOS ANGELES • CHICAGO • SEATTLE

IF IT'S 1000 WATTS YOU WANT

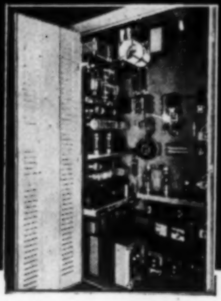


. . . STUDY THIS NEW, ADVANCED RAYTHEON AM TRANSMITTER

"It's a beauty,"
says the visitor . . .

"It's a star performer,"
says the station engineer . . .

"It's an excellent investment,"
says the station-owner.



AGAIN RAYTHEON presents an item of broadcast equipment that scores a hit with all who see it. Following on the heels of Raytheon's highly successful 250 Watt design, this new 1000 Watt AM transmitter provides the same excellent performance, the same inherent superiorities for higher-powered stations . . . and at surprisingly low cost.

It's an outstanding design . . . perfected after months of careful engineering. Simpler circuits give the all-important *dependability* that Raytheon transmitters are becoming widely noted for. Exceptional signal quality is achieved through triode type tubes and audio transformers better than were ever before available. Its striking modern beauty catches the eye of visitors—makes it a show-piece.

This Raytheon transmitter commands attention of 1000 Watt station owners and engineers. Before *you* decide on a transmitter, write or wire for our fully illustrated specification bulletin. *Prompt deliveries can be made.*

HERE'S WHAT RAYTHEON OFFERS

Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. **Simplified, More Efficient Circuits**—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion. Tube cost low, power consumption considerably lower.
2. **Greater Dependability**—Modern components, operated at well below their maximum ratings, and simplified circuit design reduce failures to minimum. Designed to withstand overloads—fully resistant to excessive temperatures, high humidity. Performance not impaired by ordinary line voltage fluctuation.
3. **High Fidelity Signal**—Modern triode type tubes used in all audio stages have an inherently lower distortion level. Specially designed audio transformers reduce distortion still further. The feedback circuit also improves signal quality but is not essential in this simplified circuit.
4. **Push-Pull Final Amplifier**—A Push-Pull R F final amplifier materially decreases harmonic distortion. Parasitic oscillation in this stage is eliminated and suppressors are not needed.
5. **Easy to Operate**—Only two stages, the R F Drive Amplifier and Power Amplifier, have to be tuned. A Video type amplifier eliminates complicated tuning of the Buffer stage.
6. **Fast, Accurate Tuning**—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. Low speed motor tuning gives positive micrometer adjustment of the two tuned stages.
7. **Easy to Service**—Vertical chassis construction and symmetrical mechanical layout make servicing easy. Hinged side panels give access to all cabling and meters. Full height double rear doors give maximum access to wiring and components.
8. **Easily Meets All F.C.C. Requirements**—Flat frequency response from 30 to 10,000 cycles per second. Noise level —60 db below 100% modulation. Less than 2½% RMS for 95% modulation.

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

GET THE LION'S SHARE OF THE LISTENING AUDIENCE

Your message on KNOW reaches more able-to-buy listeners in the rich Austin market than on any other radio station.

BMB* reports that KNOW has 79 per cent of the daytime audience in Austin and Travis county; 77 per cent of the nighttime audience.

Hooper Station Listening Index shows that KNOW is the most listened-to station in Austin—morning, afternoon and evening.**

Continued success of clients' campaigns proves that KNOW is an effective, low-cost promotion aid—a station with sellability.

KNOW gives you more dialers per dollar; Austin gives you more dollars per dialer. Write today for further information . . . and for copies of the latest Hooper and BMB reports.

** Study No. 1—1946*
*** Fall, 1946*

Radio Station

KNOW

AUSTIN

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK
WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit,
Hollywood, San Francisco

A STEINMAN STATION

WDEL

WILMINGTON
DELAWARE

SELLS

5000 WATTS
DAY & NIGHT

Represented by
RADIO
ADVERTISING
COMPANY
New York • Dallas • Chicago
San Francisco • Hollywood

NBC
AFFILIATE

Feature of the Week

NEW ENGLANDERS eager to gain a clearer understanding of important issues of the day are turning their dials to Yankee Network stations for two weekly round table discussion broadcasts held under auspices of the newly created Yankee Network Institute. One of the programs, heard Saturday nights from 7 to 7:30, is concerned chiefly with problems having a legal slant and is aired with the cooperation of the American Bar Assn. The other, called the *Journal of the Air*, features educational and other topics. It is also aired on Saturdays, 2:30-3 p.m.

Linus Travers, executive vice president and general manager of Yankee, inaugurated the Institute with the idea of bringing New England listeners the latest developments in the fields of science, law, art, literature, medicine, welfare and education. Heading the Institute is James S. Powers, educational director for Yankee.

Opening the American Bar Assn. series on Dec. 21 was a discussion on the topic, "Youthful Offenders Under Operation of Law." This discussion drew favorable comment in the February issue of the Boston Bar Assn.'s *Bar Bulletin*, which pointed out that as a result of the broadcast one of the participants, Judge John J. Connelly, presiding justice of the Juvenile Court of Boston, had appointed an advisory commission of prominent citizens to assist him with problems of policy.

Among topics discussed on the Institute's subsequent American Bar Assn. broadcasts have been "Women on the Jury," "A World Federation or the United Nations," "Taxing the Family Income."

Success of the Bar Assn. series, still in progress, led to the launching of a second series—this time dealing with educational problems. New series was inaugurated on Feb. 8, when the topic, "Should There Be More State Aid for Education?" was discussed. Question covered such a wide field that it was continued for a second week, with Raymond A. FitzGerald, deputy commissioner of education for Massachusetts, serving as moderator for both broadcasts.

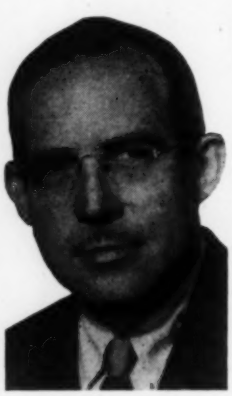
Through the *Journal of the Air* the Yankee Institute's director, Mr. Powers, presents each week four or five speakers of outstanding qualifications in science, art, law, welfare and other fields. Recently the Institute completed arrangements with the Massachusetts Society of Medical Research to bring prominent physicians and health officials to the air to discuss prevention of disease.

Sellers of Sales

ALAN LOCKHART WALLACE, radio director of Needham, Louis and Brorby Inc. Chicago, is one director who believes there is still a good future for radio shows in Chicago, despite the trend of the past decade.

Alan has been watching the flight of Chicago-created shows to New York and Hollywood ever since he came to the Windy City in 1935. In those days Chicago originated about 35 daytime serials.

"Everybody in the radio business knows that the dramatic serial was born in Chicago. We all know why it has gradually shifted headquarters to New York and Hollywood over a period of about fifteen years. New York is the theatrical capital of the country. Besides opportunities in movies, Hollywood offers sunshine. So long as talent finds greater opportunity in those two entertainment centers, Chicago will play third fiddle in program origination."



ALAN

However, Mr. Wallace feels that Chicago can retain and rebuild its reputation as a proving ground for new shows . . . if initiative to build good shows is used.

"We can have more originations in Chicago within the next five years if we start now to build a few good shows here. We can be of real service to the radio industry in uncovering new talent and providing it an opening opportunity, if we can build well."

Needham, Louis aid Brorby built two of the leading NBC network shows, *Fibber McGee and Molly* and *The Great Gildersleeve*, from scratch in Chicago.

"They have moved to Hollywood," Mr. Wallace said, "but we haven't ceased radio activity in Chicago. Last year our agency built one daytime show (*Sky King* over ABC). In about six months it climbed into third place among children's serials.

In addition to the *Sky King*

(Continued on page 74)

Remember the story about...

THE CAMEL

THE STRAW

One more straw to the load and the camel buckled. Which only goes to prove that even "the big ship of the desert" can sometimes go aground. And one tiny little straw did it all! We think WWDC is the "little straw" in Washington radio that has helped knock the props from under some of the network claims. Known as the station of big sales at low cost, the call letters, WWDC, are showing up on more smart lists every day.

Keep your eye on
WWDC
IN WASHINGTON, D. C.
Coming Soon—WWDC-FM
Represented Nationally by
FORJOE & COMPANY

WHO

gratefully acknowledges

its selection for

THE DuPONT AWARD

for 1946

"... for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and the community..."

Gratified and inspired as we are by this great honor, we re-dedicate ourselves to a continuation of the policies, ideals and work that brought the Award to us.

WHO

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President
J. O. Maland, Manager

NO. 2—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

"RADIO-ONE QUARTER CENTURY OF PROGRESS"

MISSIONARIES!

As old and well-known as radio is, you'd be surprised how many new advertisers and prospects still don't quite understand about the effectiveness and economy of spot-broadcasting. Hence a big part of our job is educational and explanatory. Here you see Ray Neihengen of our Chicago Office, helping an agency friend to explain spot-broadcasting to a new client. Does this suggest anything to you?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *3463 Penobscot Bldg.* Cadillac 4255
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 32, NO. 13 WASHINGTON, D. C., MARCH 31, 1947 $5.00 A YEAR—20c A COPY

Net Time Sales $325,890,000 in 1946

Rise of 7.2% Over 1945 Shown; Gross Sales $424,077,000

BROADCAST advertising maintained its unbroken upward trend in 1946, net time sales for the year reaching the alltime record of $325,890,000.

Rate of increase over 1945, when the net was $310,484,046, was 7.2%, compared to the 7.3% 1945 increase over 1944, 26.8% in 1944 over 1943 and 19.6% increase for 1943 over 1942.

Gross time sales in 1946, the "quick figure" used for comparison with other media, are estimated at $424,077,200 compared to $411,547,628 in 1945. The gross figure represents the advertising volume at the one-time card rate, whereas net time sales represent gross billings less frequency and promotional discounts, thus comprising the actual gross receipts for sale of time before deduction of agency commissions.

Other Sources

Broadcast income from sale of talent and similar items, difficult to estimate on a sample basis, is placed at $20,000,000, bringing the grand total of radio's revenues to about $350,000,000. With another $65,000,000 spent by advertisers for talent and programs on their own account, direct expenditures for radio advertising amounted to approximately $420,000,000.

These figures are based on estimates made by BROADCASTING for the 1947 YEARBOOK number, which has gone to press. BROADCASTING has compiled annual time sales figures since the first YEARBOOK was issued in 1935, the margin of error averaging less than 2%.

All industry brackets showed increases in net time sales in 1946, following the general 1945 trend. National network volume rose 1.4% during 1946 compared to 0.8% in 1945. This compares with 24% and 19% in 1944 and 1943 respectively. National and regional non-network time sales, or national spot, rose 9.7% over 1945, compared to increases of 7.2%, 24% and 16.4% increases in the three previous years.

Local time sales gained 6.6% in 1946 over 1945 compared to 9%, 29% and 18% in the three previous years. Local business accounts for approximately a third of total net time sales.

Analysis of the figures indicates that most of the available time over large stations has been absorbed and that many local advertisers are unwilling to buy time at large station rates. Gains for all classes of stations except the purely local (not over 250 w) have not been equal to the national rate of gain for non-network class business.

Stations themselves apparently experienced the same rate of gain as the overall industry except that local stations seem to have contributed most heavily to the percentage increases.

In the non-network field income of 50 kw clear-channel outlets increased only 3.1%. Parttime clear-channel stations with 5 kw to 20 kw power rose 7.7% as did regional unlimited stations. Regional parttime stations rose 5.8%. Local unlimited stations increased their non-network time sales by 15% and local parttime stations by 25%.

Though the industry is not yet old enough to yield long series of annual statistics on which conclusive observations may be based, it is believed the ceiling on broadcast time sales is being approached as to the segments of the industry represented by large operations.

While it is not deemed of utmost significance that the national spot increases have been small for two successive years, it is considered worthy of notice that one of those years was the last of the war period and the second was one in which reconversion to peacetime distribution planning was substantially completed.

Local time sales, on an industry-wide basis, appear more nearly static than national spot, and gains in local volume apparently arise almost entirely from establishment of new stations and access by others to "fringe" markets—small communities on the border of large population centers, or stations in small communities in rural areas.

Newspaper advertising in 1946 increased 24.3%, according to the Media Records 52-city report, with heaviest gains being 32.3% for classified advertising and 26.4% for retail and 24% for department stores. Magazine volume rose 25% last year. Weeklies showed a 23% gain, monthlies 19%, women's service magazines 28%, national farm papers 11%.

Gross billings of networks in 1946, showing no substantial change over 1945, revealed automotive volume in an upward trend, with greatest increases in the accessories and trucks group; tires and tubes lost heavily, passenger cars declined slightly.

Confectionery and radio groups showed heavy losses, offset by gains in laundry soaps and housekeeping supplies, supported by drugs and toilet goods. The decline in confectionery and soft drinks was 18%, with radio and phonographs down 35%. Laundry soaps and housekeeping supplies gained about 28%; drugs and toilet goods rose 3% but were applied to sufficiently large bases to offset fairly well the declines in other product classes.

In the drugs and toilet goods group, drugs and remedies them-

(Continued on page 36)

U. S.-Controlled Shortwave Sought

Benton Bill for 'BBC Type' Foundation In Congress

By PETER DENZER

A PROPOSAL that the Government enter the international broadcasting field on a permanent basis while at the same time widening the base of private participation was sent to Congress last Wednesday, embodied in an International Broadcasting Foundation plan developed by Assistant Secretary of State William Benton.

Release of the detailed plan climaxed more than a year of controversy which revealed wide differences of opinion in industry, ranging from almost complete support to outright denunciation [BROADCASTING, Feb. 24]. The plan also faced Congressional economy hurdles which already are threatening current State Dept. international broadcasting with severe cuts if not complete elimination of it [BROADCASTING, March 24].

The proposal would create a publicly chartered corporation—wholly owned by the Government—to assume complete responsibility for all American international broadcasting. Management of the Foundation would rest with a 15-man board of trustees, which would include the Secretary of State and one full-time $15,000 operating director who would report to the President. The other 13 members would be "distinguished private citizens," appointed by the President with the advice and consent of the Senate.

Could Accept Gifts

Policy and program control would thus be split three ways with thirteen-fifteenths of the board vote controlled by non-government board members, although final approval would rest with Congress where traditional annual purse-string authority would be vested.

Nor would the Foundation be completely dependent upon taxpayer money. It would be granted authority to "accept money, funds, property, and services by gift, grant, devise, bequest, or otherwise for any of the objects and purposes of the Foundation, or in relation to any part of its activities, and to enter into such contractual arrangements germane to the purposes of the Foundation as the Foundation finds will provide revenue for the objects and purposes of the Foundation . . ." This, presumably, would also leave the way open for acceptance by the Foundation of programs sponsored by institutional advertising.

According to Mr. Benton, who regards the Foundation plan as "the most important decision" reached by his department, IBF would mean less government control over international broadcasting and more

(Continued on page 76)

GROUP IN CAMPAIGN AGAINST ALCOHOL ADS

A MOVE to curtail advertisements of alcoholic beverages in radio, newspapers and magazines has been under way since last October by the Baptist Council on Christian Social Progress of the Northern Baptist Convention, New York and New Haven, Conn., it became known last week.

In the case of radio advertisements, the council has prepared packets of cards which can be bought at cost by Baptist pastors or church groups to distribute among congregations. The packets are made up of nine cards which are broken down into three cards each, printed in different colors. The recipient of the card fills in his name and address and the name of the local station, the network and the name of the alcoholic beverage sponsoring the program on three of these cards and mails one to the local station on which he heard the offending program, one to the network and the third to the FCC.

BURL IVES PROGRAM TO STAY IN SUMMER

PHILCO CORP., Philadelphia, will continue the Burl Ives program heard on MBS Fri. 8-8:15 p.m. through the summer period without interruption while Bing Crosby, star of the Philco ABC show, Wed. 10-10:30 p. m., takes a vacation, June 18 through Sept. 24, it was announced last week by James H. Carmine, vice president of Philco. No summer replacement for Mr. Crosby has been announced.

Mr. Carmine also said Philco distributors and dealers throughout the country were "more than pleased with the excellent results of the Bing Crosby program which can be heard on more than 400 stations, believed to be the largest single hook-up ever to be assembled for a top radio program."

Philco agency is Hutchins Adv., Philadelphia.

Lipton Renews

THOMAS J. LIPTON Inc., Hoboken, N. J. (Lipton's tea and noodle soup), effective April 8 for 52 weeks renews its Tuesday 9-9:30 p. m. time period on CBS now featuring the *Vox Pop* program. After an eight-week hiatus from May 27 through July 22, the firm will sponsor *Arthur Godfrey's Talent Scouts*, currently heard on Tuesdays 9:30-10 p. m., as a CBS sustainer. During the Lipton hiatus the Godfrey show will be heard on a sustaining basis Tuesdays, 9-9:30 p. m. The agency for Lipton is Young & Rubicam, New York.

Miller Named

JUSTIN MILLER, NAB president, named Chairman of Special Advisory Committee on Citizenship by Attorney General Tom C. Clark, last week.

FM Group to Seek Removal of AFM Extra Fee Demand

DECISION to use "every possible means" to overcome the present restrictions of the American Federation of Musicians against simultaneous broadcast of musical programs over AM and FM facilities without extra payment of musician fees was reached Thursday by the NAB FM executive committee.

After a meeting at the Waldorf-Astoria Hotel, New York, the committee announced it had unanimously agreed that AFM restrictions constituted the greatest single obstacle to the growth of FM. The means which the committee expected to use to change the situation were not disclosed.

Convention Plans

In addition, tentative plans were made for participation in the 1947 NAB convention at Atlantic City in September. It was planned to integrate fully all discussions of FM matters with those of other broadcast operations. A session will also be devoted to special consideration of the various methods of FM operation, i. e., complete duplication with AM, complete segregation, partial duplication and exclusive FM operation. A panel of qualified broadcasters will be selected to discuss these problems.

The committee commended the FM management studies and suggested a further study to develop facts relative to the operating costs of small market FM stations based on the experience of similar AM operations.

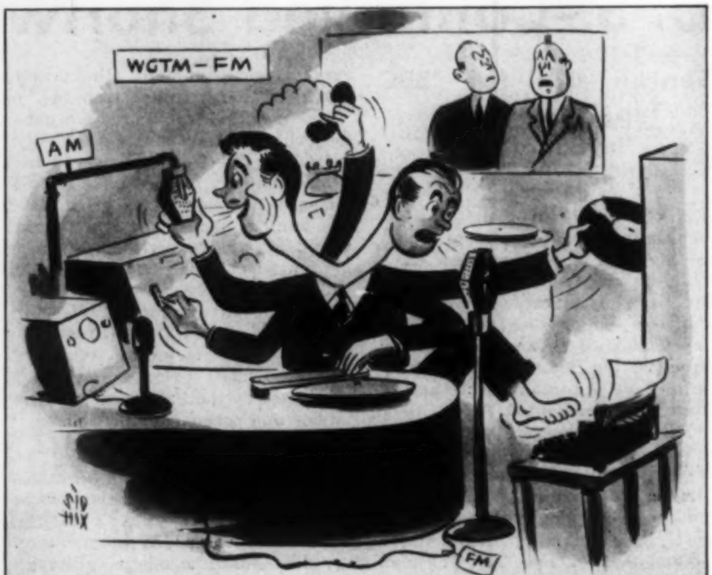
Attending were: Walter J. Damm, WTMJ Milwaukee, chairman; John Shepard 3d, WGTR Boston; Cecil Mastin, WNBF-FM Binghampton, N. Y.; Matthew Bonebrake, KOCY-FM Oklahoma City; Gordon Gray, WMIT Winston-Salem, N. C.; John V. L. Hogan, WQXQ New York; Lester Nafzger, WELD Columbus, O.; Robert T. Bartley, NAB FM director; C. E. Arney Jr., NAB secretary - treasurer. Representing Everett Dillard, KOZY Kansas City and Leonard Asch, WBCA Schenectady, were Hudson Eldridge, and Bill Bailey, FMA executive secretary.

Book Critique Program May Become NBC Co-op

THE BOOK of the Month Club, New York, discontinues sponsorship of its *Author Meets the Critics* program on WQXR New York Thursdays 9:30-10 p. m., on May 15, and the transcribed repeat broadcast on the same station Sundays 2:30-3 p. m., on May 18 and on May 25 begins sponsorship of the show on WNBC New York. The program will be heard on WNBC on Sunday afternoons, with the exact time period not yet set. The show may go on NBC as a co-op series, it was reported. The program, also heard on MBS Wednesdays 10:30-11 p. m. as a sustainer, will be discontinued on that network on April 2. Agency for The Book of The Month Club is Schwab & Beatty, New York.

NAB Dist. 1 Meeting

LAST of the NAB district and area meetings to be scheduled is that of District 1 (New England), which will wind up the nationwide schedule June 2-3. District Director Paul W. Morency, WTIC Hartford, has scheduled the meeting at Somerset Hotel, Boston.



Drawn for BROADCASTING by Sid Hix

"Yeah, I guess he's okay—but he's no good on a remote!"

Bland Prizes

PAN AMERICAN clipper flight around the world, two new automobiles, 25 prizes of $100 each and 1,000 prizes of $10 each will be given away by Swift & Co. on ABC's *Breakfast Club* from March 31 to May 4. The contest is open only to women and requires the completion of a jingle about Bland Lard.

THREE TOBACCO FIRMS PLAN SPOT CAMPAIGNS

THE AMERICAN Tobacco Co., Philip Morris & Co. and Liggett & Meyers Tobacco Co., all with headquarters in New York, will launch spot campaigns on April 7, April 1 and March 31, respectively.

The "Sportsmen Quartet," now featured on the American Tobacco Co.'s *Jack Benny Show*, will be heard on behalf of Lucky Strike cigarettes on 15-second spot announcements beginning April 7 for six weeks on more than 900 stations throughout the country with 15 spots a week on each station.

Philip Morris cigarettes begins a 13-week campaign on April 1 with 150 spots weekly on the following stations: WOR WNBC WJZ WNEW WHN WMCA WINS New York and WAAT Newark, N. J.

Chesterfield cigarettes spot announcements will be heard in approximately 20 cities.

Agency for American Tobacco is Foote, Cone & Belding, New York, while the Biow Co., New York, handles Philip Morris and Newell-Emett, New York, places the Chesterfield business.

Schedule Changes

GENERAL MOTORS CORP., Dayton, Ohio (Frigidaire Division), April 4 switches *Hollywood Star Time* on CBS from Sat. 8-8:30 p. m., to Thur. 10:30-11 p. m. The CBC sustainer. *Once Upon a Tune*, previously heard Sat. 6:15-6:45 p. m., moves into the time formerly occupied by the *Hollywood Star Time* show, effective Mar. 29, and a musical program featuring the Chicagoans orchestra fills in the Sat. 6:15-6:45 p.m. period. Agency for Frigidaire is Foote, Cone & Belding, New York.

Elgin TV Spots

ELGIN National Watch Co., Elgin, Ill., will sponsor time signals on WCBS-TV New York preceding and following the Saturday and Sunday telecasts of the Dodgers baseball games during 1947, starting April 26 and ending Sept. 21. Move adds 44 spots to Elgin's current schedule of two time signals each Sunday evening on the station. Elgin also has renewed for another 13 weeks its Sunday evening video time signals on WNBT New York, effective April 6. J. Walter Thompson Co., Chicago, is the Elgin agency.

Telephone Strike May Be Averted

Expect Government Action to Head Off Tieup

INCREASING indications of government intervention to head off the threatened nationwide telephone strike, scheduled for April 7, were seen as the deadline for the walkout drew nearer. Some quarters on Capitol Hill expressed confidence that Congress would act, if necessary, to maintain telephone service by enacting legislation which would permit government seizure of the nation's strikebound properties.

The emergency remedial measure attracting most attention, however, was a proposal by Chairman Fred A. Hartley Jr. (R-N.J.) of the House Labor Committee to amend the Norris-La Guardia Act, which bans injunctions against unions, to permit the U. S. Attorney General to invoke injunctions against telephone and utilities unions in the event of strikes.

'Stop-Gap' Bill

Rep. Hartley, who said he would submit to his Committee today (Monday) a bill embodying the Norris-La Guardia Act amendment proposal, described the measure as being of the stop-gap variety.

Meanwhile, the Labor Dept. pressed efforts to bring the National Federation of Telephone Workers (composed of 49 unions, 39 of which are involved in the threatened strike) and the telephone companies to terms.

Rep. Hartley said he thought his bill might be ready for House consideration by Wednesday (April 2) and that it would be withdrawn if the dispute is settled meanwhile.

There was doubt as to whether the Hartley measure, or any other emergency bill intended to accomplish the same results, even if favorably received, could be enacted before the scheduled date of the strike.

A more hopeful prospect was that differences between the union and the telephone companies might yet be resolved in time to prevent a strike. This possibility was not entirely discounted, as the National Federation of Telephone Workers, through its president, J. A. Beirne, announced last Friday that it was modifying its stand with reference to industry-wide bargaining in the current dispute. Earlier, the NFTW had declared it would insist on industry-wide bargaining, and so notified officials of American Telephone and Telegraph Co. This demand was rejected by A. T. & T.

Explaining the union's change of heart, NFTW President Beirne asserted that "a system-wide bargaining setup is the only one that in my opinion would make sense. However, the company has recognized the affiliates and so we will do everything we can locally as well as nationally to settle the dispute.

The 39 unions involved in the dispute represent 287,000 workers, and their demands include a $12 weekly pay increase on a nationwide basis, a union shop, dues checkoff, improved vacations and pensions and shorter automatic promotion schedules.

The NFTW's 49-member policy committee, meeting in Washington last week, changed its tentative plans for an adjournment recess until Monday following Rep. Hartley's announcement of his plans to introduce the Norris-La Guardia Act amending bill and other Capitol Hill developments. The committee is scheduled to consider the Hartley proposal today (Monday), and some observers believed the NFTW would issue a declaration and program which conceivably could end the controversy. In one of its closed sessions March 25 the policy committee was understood to have weighed from all angles the government seizure possibilities and implications.

A three-member, all-powerful committee was named by the policy committee to "act as a committee to explore all avenues which may now be available or may hereafter be suggested for reasonable settlement of the ten national coordinated items." The three-member committee, composed of three NFTW officials—President Beirne, Vice President John J. Moran and John I. Crull, chairman of the Federation's 8-member bargaining committee and Southern regional director—was empowered to meet "with government officials including the President of the United States, management officials, or any public agents or agencies in the interest of determining the method to be used in reaching a settlement."

Lead Conciliation Efforts

Leading the conciliation efforts on behalf of the government were John W. Gibson, assistant Secretary of Labor, Conciliation Director Edgar L. Warren and W. E. Chalmers, Conciliation Service program division chief.

The possibility that the strike, if it occurs, would affect radio broadcasting was seen in the announcement on Thursday of a mutual assistance pact between the National Federation of Telephone Workers and the National Assn. of Independent Broadcast Engineers and Technicians.

The pact, arranged by J. J. Moran of the NFTW policy committee and A. T. Powley, president of NABET, contains the following commitments by the radio engineers: "(1) Our members will not scab or work with scabs that the telephone company might employ. (2) We will not perform any work not normally done. (3) We will not enter telephone company property during the strike. (4) We will not pass traffic orders or report trouble."

A spokesman for the New York City local office of the International Brotherhood of Electrical Workers, another major radio engineers' union, said that although no definite orders had been received from the national office, the IBEW expected to cooperate with the telephone unions in every way possible, and still maintain its contracts.

Delays will be experienced in remote broadcasts and some programs might be kept off the air as a result of the pact, according to an NFTW spokesman. The union official predicted further that the effect would be especially serious if line difficulties developed and the strike were prolonged.

Sholis to Leave CCBS for WHAS Post

Succeeds W. Lee Coulson As General Manager Of Station

VICTOR SHOLIS, director of the Clear Channel Broadcasting Service since its formation in 1941, will become general manager of WHAS Louisville, 50,000-watt clear channel outlet of the *Courier-Journal* and the *Louisville Times* later this year. He succeeds W. Lee Coulson, general manager for the past decade, who has relinquished active direction because of his health and who becomes a member of the board of directors of the new WHAS Inc.

Mr. Coulson, now on the West Coast due to his frail health, has been ill for more than a year. As a board member, he will serve in an advisory capacity. He became executive manager of the station in mid-1938, succeeding Credo Harris, and had served as commercial manager beginning in 1932. Mr. Coulson joined WHAS as a salesman in 1929 after three years with Louisville newspapers.

MR. SHOLIS

MR. COULSON

Mr. Sholis will assume his new duties upon conclusion of the clear channel hearings before the FCC, expected by this fall. He will be a key witness for the clear channel stations in that proceeding, which will terminate more than two years of study by the FCC. The issue is whether existing clear channels shall be unduplicated at night to provide remote service. Involved in the proceeding also is the recommendation of the 16 member stations in the clear channel group that will be increased from the present maximum of 50,000 watts to 750,000 watts under a plan which would result in some network realignment of clear channel stations looking toward maximum coverage nationally.

Mr. Sholis may devote some time to his new duties this summer. This depends upon the clear channel hearing schedule and the completion of a number of technical and economic projects now under way by Col. John H. DeWitt Jr., chief engineering consultant of CCBS, and Louis G. Caldwell, chief legal counsel.

In confirming the eventual move of Mr. Sholis to WHAS, Edwin W. Craig, president of WSM Nashville and chairman of CCBS, complimented WHAS in obtaining his services.

"Mr. Sholis, in the years he has

(*Continued on page 85*)

Mr. White's Paper: Sequel to a Sequel . . . . An Editorial

WE CARRY in this issue a review of a book written by Llewellyn White, assistant director of the Commission on Freedom of the Press.

Mr. White's book is, after a fashion, a sequel to a sequel. There was the FCC Blue Book; one of its co-authors, Charles A. Siepmann, then brought out a volume called *Radio's Second Chance;* and now Mr. White's *The American Radio.*

As far as some of the context is concerned, you could throw the three of them up the stairs and select the one that landed on the highest step.

But there's a difference in conclusions. The Blue Book reached none; *Radio's Second Chance* presented some proposals, but they had little practical application and they pointed dangerously down the road of Government operation. Mr. White presents proposals which he believes are workable and which are not contrived to change our basic system of free broadcasting.

At the very least, he should get "A" for effort.

He wants to see more stations on the air; he wants to hear editorials broadcast; he believes that the answer to broader coverage lies in more clear channels, with satellites in remote communities; he doesn't care whether it's AM or FM, he holds that signals should be extended into the byways of America to the saturation point—but he maintains that FM provides the quickest device.

He would like to see the NAB set high programming standards for member stations to attain, with the membership acceding under compulsion of dismissal. Broadcasters should weed out the advertiser-agency influence in their programming operations.

He is an idealist, and we go along with him. What Mr. White proposes, we would propose. And so would every broadcaster. More discussion? Fine. More controversial issues? Fine. A voice for minorities? Fine.

But will the listener listen?

Can we teach the listener to like caviar when he prefers black eyed peas? Is it our obligation to change his appetite? Mr. White says it is, inasmuch as it is everyone's obligation to enlighten the world in these fearful times.

Perhaps we are becoming civilized to the point of extinction, as one might sharpen a knife until the blade disappears. We think there is something fundamentally sound in a society where some men love *Stella Dallas* and think *Pygmalion* stinks.

Radio is a wonderful medium, by far the most wonderful of mankind. But you can't change diapers with it. You can't flycast with it. You can't play marbles with it. There are a lot of things you can't do with it.

Perhaps if Mr. White and his fellow observers would recognize its limitations, as well as its potentialities, their words would rhyme. Its limitations are those of humanity, of which great fraternity Mr. White is a member.

New Volume Gives Free Press Report

Commission Headed by Hutchins Finds Too Few Control Radio

A Free and Responsible Press (U. of Chicago Press, $2)

"A FREE and Responsible Press," one of the five volumes summarizing the findings of the Commission on Freedom of the Press, is principally interesting to broadcasters because it is projected as a study of, and report on, all media of communication.

Says Robert M. Hutchins, U. of Chicago president and chairman of the Commission, in a foreword: "The Commission decided to include within its scope the major agencies of mass communication: radio, newspapers, motion pictures, magazines and books. Wherever the word 'press' is used in the publications of the Commission, it refers to all of these media."

The Commission concludes that freedom of the press is in danger for reasons which it ascribes to the press itself: because it has not voluntarily made adequate provision to reflect the opinions and desires of all of the people and because, on occasions, the press has been anti-society in its approach to society's problems.

The Commission sees communications as the most important public service of all, and views freedom of communications as that which governs all other liberties. Thus it finds a corollary: that radio, like the press, is controlled by too few, despite the efforts of the FCC to limit ownership through duopoly regulations **and** by other means. With control residing in the hands of the few, as charged, says the Commission, better and more expansive use must be made in the future of rapidly developing means of mass communication for the good of the people.

It projects world-wide radio as one of the great problems of the future, seeing in proper development of this segment of the media an opportunity to bring about mutual understanding between peoples. It does not say precisely how this should be achieved: by a Government operated or privately operated radio, although it seems to incline toward the former.

This element of the book might prove particularly interesting (and timely) since it is just now, with issuance of this book and "The American Radio"—another Commission study—that William Benton, Assistant Secretary of State, is fighting in Congress for funds to build a Government operated world radio (See story, page 13), Mr. Benton, of course, formerly was vice president of the U. of Chicago and, in this regard, probably will view the product manufactured under the guidance of his old boss, Mr. Hutchins, with great favor.

KOA Wins Award

KOA DENVER awarded 1946 GE Merit Award for maintaining most nearly perfect operating record for the year, during which the Mile High NBC owned and operated station lost only four seconds broadcast time due to technical difficulties. KOA is second time winner—first award in 1943 with year's time loss of only 43 seconds.

Named President

HENRY R. TURNBULL, who recently withdrew as partner of Gahagan, Turnbull & Co., New York [BROADCASTING, March 17], has joined Booth, Vickery & Schwinn, Baltimore and New York, as president. Mr. Turnbull will continue to be radio advisor to Gov. Thomas E. Dewey of New York, a position he has held since 1942.

Fetzer Wins 3-Year Scramble For 1230 kc at Grand Rapids

FINIS was written last week by FCC to the three-year Ashbacker-Fetzer scramble for 1230 kc at Grand Rapids or Muskegon, Mich.

The Commission, in a final order, granted Fetzer Broadcasting Co.'s WJEF Grand Rapids a construction permit and license for use of 1230 kc with 250 w.

Comr. C. J. Durr dissented, contending the overlap between WJEF and the Fetzer outlet at Kalamazoo, WKZO, should prohibit a grant under the duopoly rules.

The Commission last week also adopted final decisions for grant of the following applications for new standard stations:

Blue Valley Co., Independence, Mo., 1510 kc, 1 kw, daytime only.

KAKE Broadcasting Co. Inc., Wichita, Kan., 1490 kc, 250 w, unlimited time.

Collinson - Wingate Broadcasting Co., Topeka, Kan., 1490 kc, 250 w, unlimited time.

The Commission denied the following competing applications: Air Capital Broadcasting Co. Inc., Wichita Beacon Broadcasting Co. and KCLC Broadcasting Co. Inc., all seeking 1490 kc, 250 w and unlimited time at Wichita; KTOP Inc., requesting 1400 kc, 250 w and unlimited hours at Topeka; Emporia Broadcasting Co. Inc., seeking change of frequency for KTSW Emporia, Kan., from 1400 kc to 1490 kc with 250 w and unlimited hours; and General Broadcasting Co. for 1490 kc, 250 w, and unlimited hours at Independence.

WJEF was first authorized in 1944 but the grant was withdrawn following the famed "Ashbacker Decision" of the U. S. Supreme Court, which ruled that FCC must hear all mutually-exclusive applications before making grants. Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich., had filed for the same facilities at Grand Rapids but was set for hearing at the time of the Fetzer grant.

Upon receipt of the SCOTUS decision the Commission placed WJEF on special temporary authority and held comparative hearing on the requests. FCC's proposed decision last fall favored Fetzer over Ashbacker and in February of this year the latter was granted an amendment of application to request 850 kc with 1 kw fulltime, using directional array [BROADCASTING, Feb. 24]. This cleared the way for the present final decision.

The final decision in the Wichita-Topeka-Independence proceeding incorporated in substance the findings of the proposed decision in that case [BROADCASTING, Feb. 3]. Ownership of grantees follow:

Blue Valley Co.—Equal partnership of Frank E. Fowler, business manager of Craig Siegfried Printing Co., to be business manager of station; Craig Siegfried, owner of printing firm and one-time manager of former KGIZ Grant City, Mo., who will be general manager; Cedric Siegfried, attorney; Charles Siegfried, real estate salesman and former member of a mission to set up a radio school and radio communications network for the Peruvian army.

KAKE Broadcasting Co.—Mark H. Adams, attorney, president and 11.10% of common stock; Clark A. Luther, now with KFH Wichita and formerly with other stations, vice president and general manager (22.33%); Robert B. Dockum, drug store owner (16.66%); Ivan M. West, certified public accountant (16.66%); H. E. Zoller, in oil and paint business (16.66%); Charles E. Jones, attorney (5.55%).

Collinson-Wingate Broadcasting Co.—Equal partnership: Thomas Hall Collinson, attorney and minority stockholder and director of Stauffer Publications Inc., which owns KGFF Shawnee and a number of newspapers in Kansas, Oklahoma, Nebraska and Missouri; Norville G. Wingate, war veteran and former sales manager of a Topeka advertising agency.

Radio's Third Chance--With Suggestions

Plan for Future Features Book By White

NEXT TO writing about war experiences, the most popular subject for authors seems to be American broadcasting.

The third treatment on the subject has emerged from the U. of Chicago Press.

It is entitled *The American Radio*. Its author is Llewellyn White, working under a $100,000 grant from Publisher Henry Luce [*Time, Life, Fortune*] and the U. of Chicago to the Commission on Freedom of the Press.

In March 1946 there was the FCC Blue Book.

In April 1946 *Radio's Second Chance*, by Charles A. Siepmann, former BBC and FCC employe.

And now *The American Radio*. That makes it a trilogy.

The American Radio is a comprehensive study of American broadcasting. It is replete with information, historical and electronic, on the development of the medium. It covers with admirable thoroughness the growth of radio as an instrument of advertising and entertainment. It reviews in detail the social responsibilities of the medium. By these virtues, it measures well.

Pink, Its Color

But into the unbleached fabric woven by the Commission's competent research staff, the author has dropped a few pellets of his own peculiar dye.

The result is that one peruses the lengthy document through a pink haze. This is not surprising, since its author—Mr. White—obtained his principal radio experience as Director of News and Features for the Overseas Division of the Office of War Information during the war. Most observers who examined this operation more than casually, would agree that the *Voice of America* spoke out of the left corner of its mouth.

And yet *The American Radio*, despite the author's effort to inject his personal opinions into what is supposedly a scientific study, avoids some of the excesses which are evident in the Blue Book and *Radio's Second Chance*.

As a matter of fact, in crediting *Radio's Second Chance* as a source book, Author White says of it:

"The [book], while horitatory in style and given more to pietism than specificity, succeeds in capturing the mood of dissatisfaction prevailing in 1946."

This comes as something of a surprise, since in his acknowledgments of credit at the book's conclusion, Mr. White records:

"The Federal Communications Commissioners and their staff, particularly Edward Brecher of the Legal Department, were especially helpful in making the material available."

Mr. Brecher will be remembered, along with Mr. Siepmann, as an author of the Blue Book. Mr. Brecher has left the Commission and currently is general manager of the Metropolitan Broadcasting Co., Washington, D. C. This corporation, with about 75 stockholders, operates WQQW Washington and is building an FM outlet in the Capital.

Seven Chapter Prelude

Seven chapters of discourse precede the conclusions reached by Mr. White. The chapters are launched, pursuing the pattern which is fashionable this season in books about radio, with one entitled, "The Problem." In this, the author contends—with cobalt logic—that radio has "permanently and inescapably unique characteristics that cannot be changed." These characteristics, he notes, are coverage and impact. This being true, he asserts: "Not as a sullen small boy fleeing the rod of government regulation, but as a giant who has bested all rivals for the honor, must radio lead us to a more peaceful, orderly world."

There is contained in this chapter, as well, a definition of the objectives of the Commission on Freedom of the Press. These objectives, generally, are to encourage an accurate and truthful account of the day's significant events; to emphasize the need for a market place for free exchange of comment, criticism, etc.; to seek out a means of projecting across lines of group, region and nation a fair picture of opinions; and to provide an opportunity for as many people as possible to obtain the services of printed and spoken media.

Chapter I offers a "yardstick" for measuring radio's worth. Author White confesses that there is real difficulty in developing a yardstick which will fairly measure the effective use of the medium in terms of social progress. He says of his yardstick: "[It] has been fashioned entirely out of existing parts . . . things American broadcasters already are doing on a commercial basis, wholly within the bounds of the free enterprise system and the First Amendment."

The yardstick, one deduces, is calibrated by special instances of programs which the Commission views as outstanding efforts in behalf of humanity.

Cites Programming

Mr. White cites the public service programming of the nation's stations in general terms only at this juncture. He laments principally the tendency which he sees among broadcasters to avoid the scheduling of forum-type programs on controversial issues. If he fails in the titular objective of this section, he fails completely. For out

(Continued on page 40)

White's Proposals in *The American Radio*

On Physical Problems

To the FCC, that it:

Place the realization of the maximum goal of a choice among at least four clearly and consistently received stations for all Americans above all other factors in pressing for an early and continuing solution of the problems involved;

Stipulate that anyone desiring to operate a new clear channel station must undertake to devote reasonable proportions of his time to each of the various geographical areas and each of the important listener groups within range of his signal;

Relax its overall ownership rules, subject to the above conditions and any others, and refrain from imposing the one-to-an-area rule inflexibly in all AM-FM situations;

Actively foster the adoption of country-wide time and the wider use of transcriptions;

Earmark, wherever possible, at least one FM channel for each stationless community of 20,000 or more population for a reasonable time, regardless of whether any applicant has applied for it.

Do everything possible to realize a practical wireless relay system in 1947;

Explore all possible means of reducing artificial barriers which may prevent new groups from acquiring stations, such as inflated purchase prices and network policies which may restrict affiliation with them.

To the broadcasters, that they:

Subordinate short-term personal interest in cooperating with the FCC to the fullest in realizing the maximum goal of a choice among at least four clearly and consistently received stations for all Americans;

Put the horse before the cart with FM by producing the station along in natural sequence, as they did in AM radio;

Adopt a country-wide time system;

Abandon their traditional aversion to transcribed programs in favor of a more realistic attitude;

Explore to the fullest the whole field of multiple programming, with a view to serving more adequately the constituent areas and groups within range of their signals.

To educational institutions, state and municipal governments, foundations, eleemosynary groups, and wealthy citizens in stationless or badly served communities: That they explore thoroughly their opportunities to create more (and better) AM, FM or television stations and networks.

On Programs

To the broadcasters, that they:

Assume a position of vigorous editorial leadership in public affairs;

Reject the role of parasite feeding on the older media and set about training their own producers, directors, actors, writers, editors, commentators and entertainers;

Develop more plausible discussion techniques;

Assume the responsibility for adequately treating all important controversial public issues, substituting the criterion of public need for the criterion of acceptability to sponsors, advertising men or overly sensitive public officials;

Improve their machinery for letting important minorities be heard and, with this in view, abandon their preoccupation with the theoretically admirable but practically unreal and unworkable distinction between bought time and free time for the discussion of controversial public issues;

Develop more memorable radio drama;

Make it a rule that no one who is not professionally qualified to help people with their problems

(Continued on page 75)

LLEWELLYN WHITE was born Oct. 3, 1899 in Battle Ground, Ind. Reared in Florida. Schooled in that state, in Texas, Oregon, Washington and Kansas. Served overseas in the Kansas Guard in the first World War. Has worked on Chicago American, Kansas City Kansan, San Francisco Examiner, Kansas City Journal, Paris Herald, United Press Paris and Central Europe, Associated Press, New York Herald-Tribune; was assistant managing editor of Literary Digest, National Affairs Editor of Newsweek, Chicago Sun Washington columnist. In November 1942 joined OWI as chief, News and Features Service, Overseas Division. In 1944 acted as special adviser to Elmer Davis. Then joined Commission on Freedom of the Press. In preparing "The American Radio," he used four researchers, worked a year. He plans to retire to cabin in Maine woods to complete a novel he started two years ago. The novel is the story of the "growth of a small midwestern town in terms of people who live in it between two world wars."

Industry Voices Opinion On 'FM Crisis'

Consensus Indicates Certain Changes Necessary

PUBLICATION in the last two issues of BROADCASTING of news stories and an editorial on the "drift" problem affecting FM has brought comments from both official and industry sources. BROADCASTING has essayed to mirror the facts as its staff has found them. Some of the comments were that we did not go far enough; others that we went overboard.

Having presented the problem, we publish herewith observations of leading figures in FM development sent us without solicitation.

It will be noted that in no instance is existence of the problem ignored. The theme is that there is no "insurmountable" problem; that changes are indicated and that something will be done.

BROADCASTING did not state that an "insurmountable" problem existed. The facts were published in the hope that remedial steps promptly would be taken, lest increased investments both by the public and by broadcasters make the problem more difficult of solution. To do otherwise would be to bury one's head in the sand.

* * *

ALLOCATIONS WRONGS CITED BY FM INVENTOR

By PROF. EDWIN H. ARMSTRONG
W2XMN, W2XAE Alpine, N. J.

Prof. Armstrong

IN REFERENCE to the editorial in your last issue entitled "FM Crisis" and in which you quote a "top radio executive" as cheerfully predicting FM's early demise, it seems to me a good idea to go back to some ancient principles that appear to have been forgotten.

Everyone is, of course, familiar with the shape of the Alpine tower. Few people know that the tower was designed to carry an additional set of arms at right angles to the present ones so that additional antennas could be erected. The reason for this? Back in 1937 the "top radio executives" had FM nicely "straitjacketed" into one megacycle of space sufficient for five channels only. The only way these five channels could have been successfully operated in the New York area was by locating them geographically in the same place.

It is a matter of record that numerous successful demonstra-

(Continued on page 78)

IN A NUTSHELL .... BY E. K. JETT, COMMISSIONER, FCC

There has been publicity to the effect that FM "now is confronted with what could well become a life and death crisis." The story mentions "the tendency of stations and receivers to drift from their assigned channels, causing crosstalk in primary coverage areas "

Mr. Jett

While it is true that the existing plan for assigning alternate channels in the same area may require some readjustment I do not feel that there is any insurmountable problem, or any problem at all insofar as transmitter drift is concerned. There are several methods available for correcting the reported deficiencies, but I would prefer not to mention these until the Commission's field engineers have collected more data. The problem is not so serious as many AM interference problems we have dealt with in the past; and I feel confident that a satisfactory solution will be announced at an early date.

DRIFT OF TRANSMITTERS SAID NOT EXCESSIVE

By C. R. RUNYON Jr.
President, Radio Engineering Laboratories Inc.

IN AN ARTICLE headed "FM Crisis," appearing in the March 24 issue of BROADCASTING, it is stated that FM transmitters and receivers have a tendency to drift from their assigned channels.

The Federal Communications Commission prescribes the allowable FM transmitter drift under its Rules of Good Engineering Practice. It is probably true that the mid-frequency of a few early homemade transmitters for the new FM band drifted in excess of the rules, but we are certain that transmitters engineered and built by experienced manufacturers never exceed the legal tolerances in this regard. Our own transmitters are operating day in and day out with mid-frequency drifts of less than 500 cycles, and we are informed that the transmitter at Alpine, W2XAE, produces even better performance.

For the benefit of prospective FM Broadcasters who may not be cognizant of the technical facts, we believe that the statement in BROADCASTING referred to above should be withdrawn.

Three-Channel FM Separation Needed Says Participant in Test at Syracuse

By W. R. DAVID
Sales Mgr., Broadcast Equipment, General Electric Co.

WE HAVE noted with deep interest your editorial "FM Crisis" which appeared in the March 24 issue of BROADCASTING and believe that some points require clarification and explanation. Your statements are of particular interest and some concern to us since we participated in the observations and field measurements here in Syracuse of interference between two FM stations spaced two channels apart according to the present allocation and three channels apart as an experimental investigation.

Incidentally, five (5) different makes of FM receivers were used for the above field measurements along with field intensity measuring equipment. It is significant that none of the receivers would successfully separate the two FM stations in certain parts of the city of Syracuse where the signal was very high from one station in comparison with the other. All of the receivers were authentic FM designs using limiter, discriminators, one RF stage and six tuned circuits in the IF. In other words, they were high quality receivers in performance and construction.

Traced to Allocation

At first, this interference was thought to be a problem of receiver selectivity; but the tests made in Syracuse, in our opinion, proved it to be one of allocation. Furthermore, the drift of transmitters and receivers as mentioned in your editorial are not factors requiring consideration. The transmitters were direct crystal control, and the receivers were so stable that at no time during the tests did frequency drift enter the picture.

The present separation of 400 kc between FM stations makes the FM receiver design many times more difficult than a corresponding AM receiver. AM stations in a

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RTPB IS NOT AT FAULT SAYS PANEL CHAIRMAN

By C. M. JANSKY, JR., Chairman
Panel 5 FM Broadcasting RTPB

Mr. Jansky

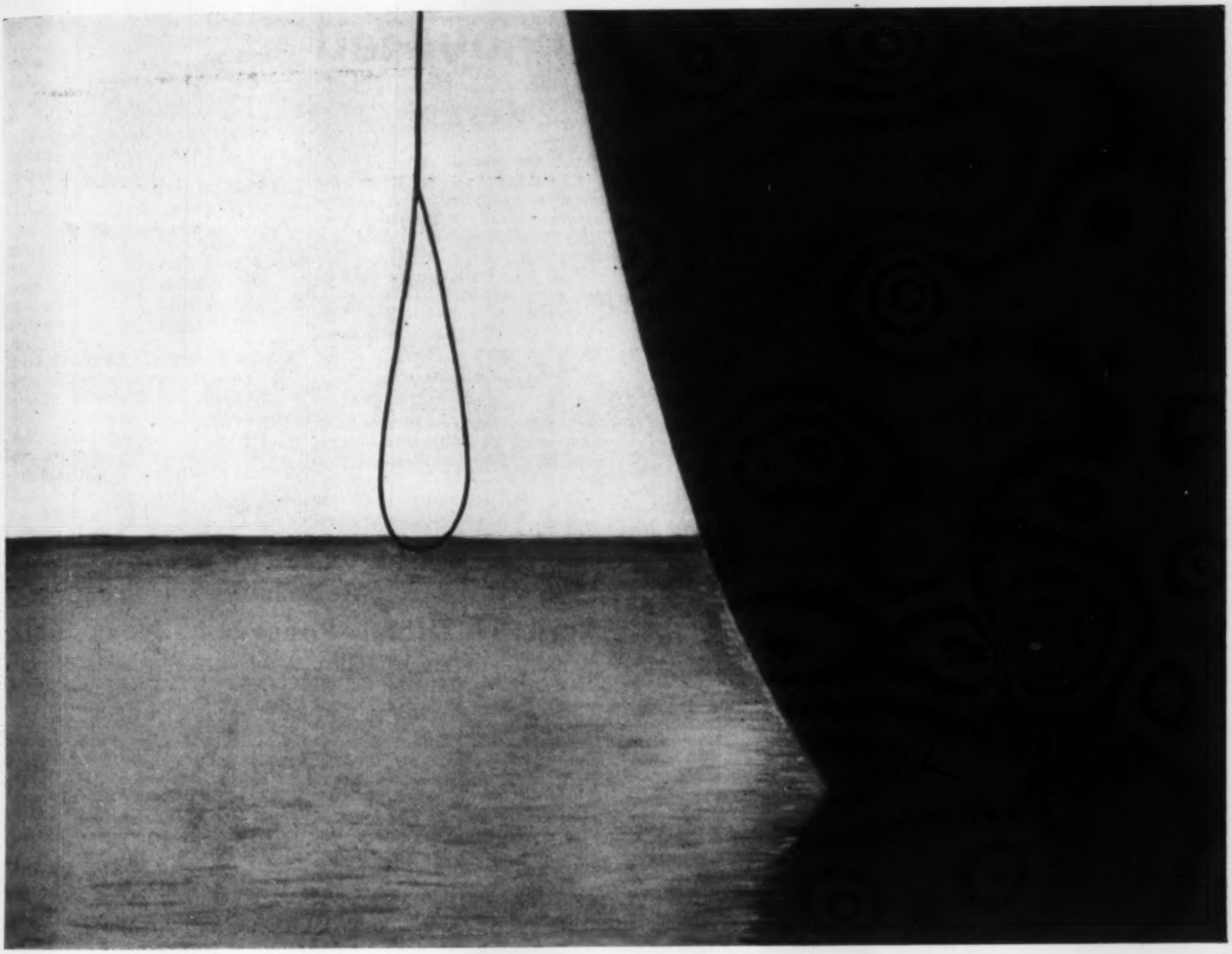
THE wide circulation enjoyed by your magazine necessitates that I direct your attention to an error in the editorial "FM Crisis" appearing on page 46 of your March 24 issue. In this editorial you refer to the unsatisfactory interference situation resulting from the Commission's assignment of FM stations in the same city and area to frequencies which are only 400 kilocycles apart, that is, the use of every other channel in the same locality. You state, "The Radio Technical Planning Board of wartime renown did recommend the present allocations plan, and the FCC did approve it."

Panel's Position

Industry, insofar as it was represented by the Radio Technical Planning Board, had nothing whatever to do with the detailed allocation plan for FM. The recommendation of Panel 5 of the Radio Technical Planning Board on FM broadcasting was concerned with only these issues, namely, (1) the width of channel for FM (2) the number of channels to be assigned this service and (3) the position the FM band should have in the radio spectrum. After the clean cut disagreement between the Radio Technical Planning Board and the Engineering Department of the Commission with respect to the position for FM in the radio spectrum, the then Chief Engineer of the Commission did not call upon the Radio Technical Planning Board for any advice whatever with respect to the details of the allocation, except in one instance when I, as Chairman of Panel 5, was asked to have the panel consider whether or not circular polarization should be allowed or standardized upon for FM. Therefore, the responsibility for any mistakes which may have been made with respect to the details of the allocation structure within the 88 to 108 megacycle band do not rest with the Radio Technical Planning Board.

For Understanding

That there may be a true understanding of this situation I would appreciate your giving this letter appropriate publicity in the next issue of your magazine.



Towline

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline . . . it's for sales that need towing up stream . . . or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W-I-T-H, Baltimore. And it's the 6th largest city in the country.

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

CCNY Plaque Winners Announced

KGFJ, WFIL, WLW, ABC, Kenyon & Eckhardt Win Top Honors

KGFJ Los Angeles, WFIL Philadelphia, WLW Cincinnati, ABC and Kenyon & Eckhardt have been awarded plaques by the committee on National Radio Awards of the City College of New York. Committee also voted 22 awards of merit and 13 honorable mentions for the winners among the more than 250 entries submitted in this year's competition, covering the calendar year 1946.

Awards will be presented to the winners by Dr. John Gray Peatman, associate dean, CCNY, chairman of the awards committee, during the college's third annual Conference on Radio and Business, to be held April 22-23 at the CCNY School of Business and Civic Administration.

Awards were made as follows:

Plaques

(Awarded by classes of competition, regardless of category, plaques are the highest awards and are for outstanding achievement in program creation and/or promotion.)

Kenyon & Eckhardt Inc., New York, sponsors, advertising agencies and program producers; KGFJ Los Angeles, 100-250-w stations; WFIL Philadelphia, 500-1,000-w stations; WLW Cincinnati, 50-kw stations; ABC, national radio networks.

Awards of Merit

J. M. Mathes Inc., New York, for the creation of the most effective direct selling, sponsored program, *Canada Dry Sparkle Time*—Class: sponsors, advertising agencies and program producers.

WFIL Philadelphia, for the creation of the most effective direct selling, sponsored program, *Teen-Age Time*—Class: 500-1,000 w stations.

WGN Chicago, for the creation of the most effective direct selling, sponsored program *Baker's Spotlight*—Class: 50-kw stations.

NBC Western Network, Hollywood, Calif., for the creation of the most effective direct selling, sponsored program, *Name Your Music*—Class: regional and intrastate radio networks.

ABC New York, for the creation of the most effective direct selling, sponsored program, *Henry Morgan Show*—Class: national radio network.

Rich's Inc., Atlanta, for the creation of the most effective institutional program, *Rich's Radio School*—Class: sponsors, advertising agencies and program producers.

WGAR Cleveland, for the creation of the most effective institutional, sponsored program, *Footlights Forum*—Class: 5-10-kw stations.

KGFJ Los Angeles, for the creation of the most effective public service radio programs, *The Law Is Your Servant* and If *They Had Lived*—Class: 100-250-w stations.

WEEI Boston, for the creation of the most effective public service program, *Sex Guidance for Youth*—Class: 5-10-kw stations.

ABC New York, for the creation of the most effective public service program, *Hiroshima*—Class: national radio networks.

Harry S. Goodman, New York, for the creation of the most effective sponsored spot announcements, *Weather Forecast Jingles*—Class: sponsors, advertising agencies and program producers.

Kenyon & Eckhardt Inc., New York, for the most effective promotion of a sponsored national program, *County Fair*—Class: sponsors, advertising agencies and program producers.

Banner & Greif, New York, for the most effective promotion of a sponsored regional program, *Professor Quiz.*

WNHC New Haven, for the most effective all-over station promotion—Class: 100-250-w stations.

KMBC Kansas City, Mo., for the most effective over-all station promotion—Class 5-10-kw stations.

WLW Cincinnati, for the most effective over-all station promotion—Class: 50-kw stations.

KTHT Houston, for the most effective promotion of a public service program, *KTHT Builds a GI House*—Class: 100-250-w stations.

KLZ Denver, for the most effective promotion of a public service program, *KLZ Farm Reporter*—Class: 5-10-kw stations.

WFAA Dallas, for the most effective promotion of a public service program, *Homer K. Saphead Program*—Class: 50-kw stations.

WFIL Philadelphia, for the most effective promotion of a sponsored program, *Louis-Conn Fight*—Class: 500-1,000-w stations.

KECA Los Angeles, for the most effective promotion of a sponsored program, *Philco Radio Time With Bing Crosby*—Class: 5-10-kw stations.

ABC New York, for the most effective promotion of a sponsored program, *Philco Radio Time With Bing Crosby*—Class: national radio networks.

Honorable Mentions

J. M. Mathes Inc., New York, for the creation of an unusually effective direct selling, sponsored program, *Hoagy Carmichael Program.*

The National Council of the Y. M. C. A., New York, for the creation of an unusually effective institutional program, *Children of Babel.*

KSD St. Louis, for the creation of an unusually effective public service program, *The Cardinal Glennon News Story.*

KUOM Minneapolis, for the creation of unusually effective public service programs, *KUOM for Kids* and *School by Air.*

WNEW New York, for the creation of an unusually effective public service program, *Keep Faith with America.*

WTMJ Milwaukee, for the creation of an unusually effective public service program, *Cooperation Please.*

CBS New York, for the creation of unusually effective public service programs, *Operation Crossroads* and *The Empty Noose.*

Young & Rubicam Inc., New York, for unusually effective promotion of a sponsored national program, *Vox Pop.*

WMT Cedar Rapids, Iowa, for

(Continued on page 72)

1946 Peabody Awards to Be Presented April 17, Hotel Roosevelt, New York

GEORGE FOSTER PEABODY Radio Awards for 1946 will be presented April 17 at New York's Hotel Roosevelt at a luncheon sponsored by the Radio Executives Club. Dean John E. Drewry, of the U. of Georgia Henry W. Grady School of Journalism, which administers the awards, made the announcement upon his return last week from a meeting of the Peabody Awards advisory board in New York.

The NAB assists in administering the awards, which are designed to recognize outstanding performance and public service in a variety of fields of broadcasting. The awards perpetuate the memory of the late George Foster Peabody, benefactor and life trustee of the U. of Georgia and former treasurer of the Democratic National Committee. They constitute for radio what the Pulitzer prizes do for the journalistic and literary professions and the "oscars" for the movie industry.

In appreciation of the importance of the Peabody Awards to radio, the Radio Executives Club, composed of executives of networks and stations, as well as executives of advertising agencies handling radio accounts, asked that the presentations be made at its regular meeting April 17.

Six Classifications

The 1946 Peabody Awards, like those of previous years, will be made in the following classifications:

1. That program or series of pro-

(Continued on page 72)

Year-Round Standard Time Sought

Industry Support Asked For O'Hara Measure Now in House

INDUSTRY SUPPORT for nation-wide, year-round standard time was urged last week by Rep. Joseph P. O'Hara who introduced a bill Monday (HR-2740) to provide standard time as the "measure of time for all purposes . . ."

Mr. O'Hara told BROADCASTING that the "only way to eliminate yearly expensive confusion arising from conflicting time standards in different communities is to establish one measure by which everybody can regulate his life and his business."

DST has been a recurrent issue since Congress first voted down a bill (HR-1700) [BROADCASTING, March 3] to provide summer time for the Capital. Local clamor for "fast time," however, resulted in re-introduction of the controversy in the Senate which last Monday passed by an overwhelming vote—56-17—an enabling bill by Sen. J. Howard McGrath (D-R. I.) to place authority for time-setting decisions with the District Commissioners.

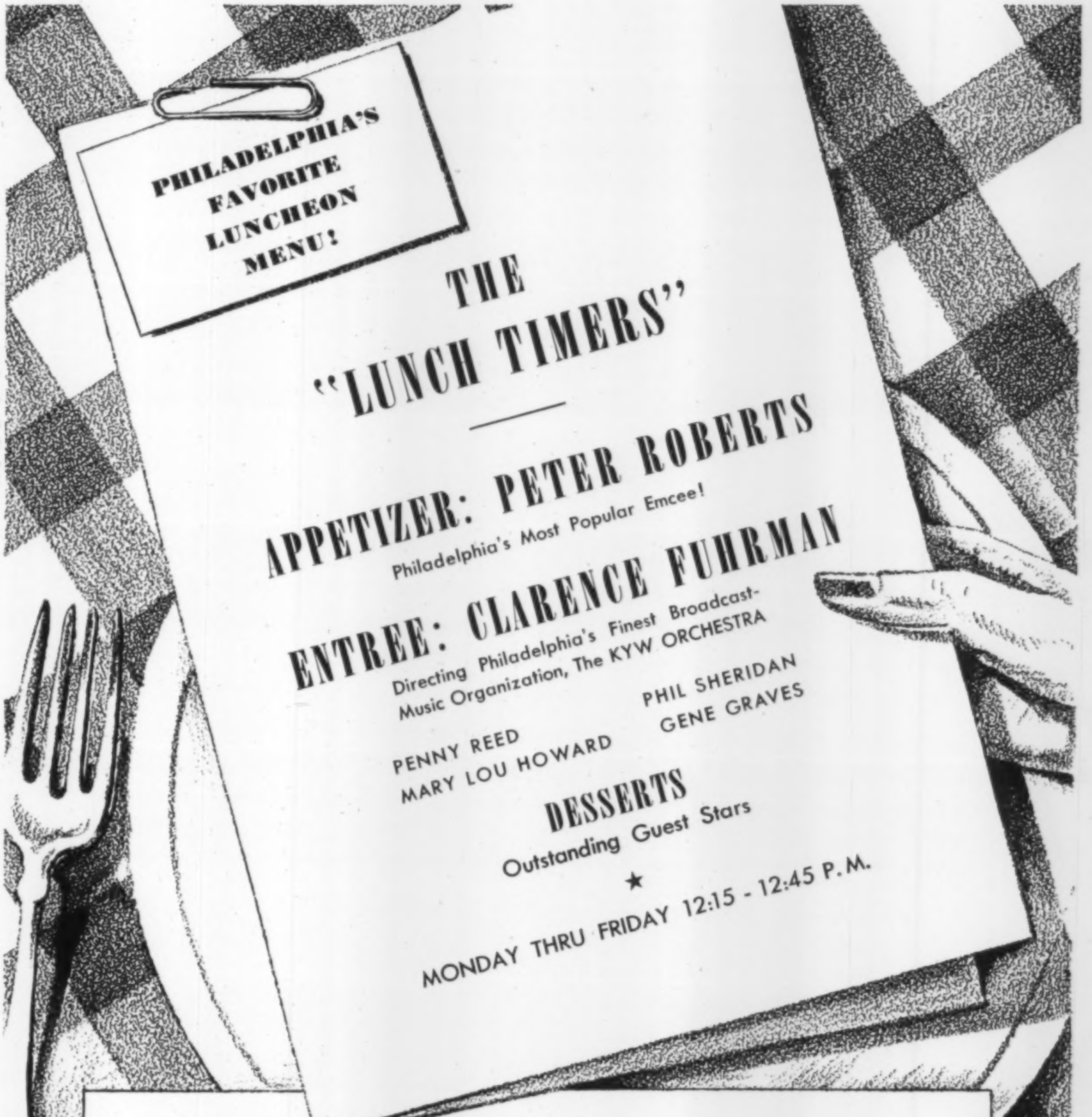
Dislocation of radio schedules and listening was spotlighted in the Senate when Sen. Burnet R. Maybank (D-S. C.) read into the record data collected for him by Chairman Charles R. Denny of the FCC. Sen. Maybank told the Chamber he had requested the information "to see how the entire United States is being upset by the domination of the radio interests of New York to the disadvantage of the farmers . . ."

Network Confusion

Reported Mr. Denny: "The four nation-wide networks had a total of 749 affiliated stations in July 1946. Of these, 194, or 25.9 per cent were located in cities and communities which observed daylight-saving time in 1946. Each of the national networks had some outlets in daylight-saving time areas.

"A total of 965 stations were operating in July 1946. Of these, 270, or 28% were located in cities and communities which observed daylight saving time in 1946, while 695, or 72%, were in communities

(Continued on page 77)



PHILADELPHIA'S
FAVORITE
LUNCHEON
MENU!

THE
"LUNCH TIMERS"

APPETIZER: PETER ROBERTS
Philadelphia's Most Popular Emcee!

ENTREE: CLARENCE FUHRMAN
Directing Philadelphia's Finest Broadcast-
Music Organization, The KYW ORCHESTRA

PENNY REED
MARY LOU HOWARD
PHIL SHERIDAN
GENE GRAVES

DESSERTS
Outstanding Guest Stars

★

MONDAY THRU FRIDAY 12:15 - 12:45 P.M.

WHEN LUNCH TIME COMES in Philadelphia, housewives keep one eye on the stove.. and the other on the radio, to make sure they don't miss "The Lunch Timers".

In a two-year period, this unique variety show has assembled a tremendous following. Not only within Philadelphia's city limits, but throughout the dozens of counties reached by KYW's powerful signal in Pennsylvania, New Jersey, Maryland and Delaware.

"THE LUNCH TIMERS" is doing a bang-up sales job for a growing number of participating sponsors. There's room for one or two more. NBC Spot Sales can give you the details.

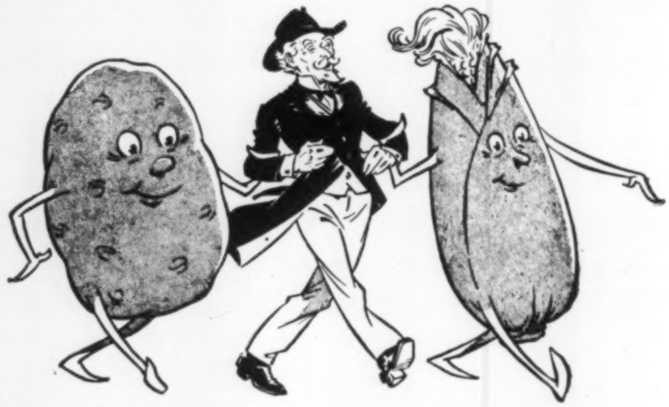
KYW

PHILADELPHIA · 50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc • WBZ WBZA KDKA WOWO KEX KYW

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

Kentucky leads the nation in AGRICULTURAL GAINS



CORN AND POTATOES

join the march!

KENTUCKY leads the NATION in 1946 agricultural gains!

CORN—UP 37.5%

Kentucky's 1946 corn crop was 37.5% greater than the average yield for 1935-44. The U. S. average gain was 29%.

POTATOES—UP 35%

The Kentucky farmer's potato yield for 1946 was 35% greater than the ten-year average. The U. S. gain was 22%.

AND THAT'S NOT ALL . . .

Tobacco, livestock, hay, oats, barley, fruits—all enjoyed a greater percentage gain than the national average. They were well above the 1945 total crop which brought the Kentucky farmer $449,139,000.00!

AND REMEMBER . . .

Kentucky, the nation's 18th agricultural state, and Southern Indiana, with a farm income of $85 million, *look to Louisville!*

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH

Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE

Radio Station WHAS

The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.

WSM Asks Reversal of Grants Issued For Its Clear Channel

CONTINUING clear-channel stations' fight against FCC's clear-channel licensing policies, WSM Nashville last week filed notice of appeal from non-hearing grants for daytime use of its frequency at Crewe, Va., and Altoona, Pa.

The appeals, to the U. S. Court of Appeals for the District of Columbia, seek reversal of grants to Southern Virginia Broadcasting Corp. (WSVS) and Altoona Broadcasting Co. (WJSW). The former, issued last Sept. 19, is for daytime operation on 650 kc with 1 kw; the latter, dated Sept. 30, is for use of the frequency with 250 w.

Following the line taken in previous appeals by clear-channel stations as a result of daytime grants on their frequencies, WSM contended the grants are unlawful in that they reduce WSM's service area, effecting a "substantial modification" of the station's license without giving WSM a chance to be heard; that they prejudge the still-pending clear-channel proceeding, and that they would restrict WSM's service with 750 kw if that power is permitted as a result of the clear-channel hearing.

One such appeal has been heard—WJR Detroit's protest against the Oct. 22 grant to Coastal Plains Broadcasting Co. for a new 1-kw daytime station on WJR's 760 kc at Tarboro, N. C.—and several others are pending [BROADCASTING, March 10, 17]. A court decision on the WJR case is expected within 30 to 60 days.

The WSM appeals were filed by Louis G. Caldwell, Reed T. Rollo and Kelley E. Griffith of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, counsel for WSM.

WAIT SEEKS TO AMEND ITS FM APPLICATION

WAIT Chicago, only applicant which failed to win FCC approval in the Commission's proposed decision on Chicago FM cases [BROADCASTING, March 17], petitioned last week for authority to amend its application to request a "reserved" channel.

It asked that its application be changed to specify Channel 229, 241, or 263, all of which are being withheld from assignment until after June 30 under the Commission's reservation plan. The station said there are no other pending applications for the reserved channels and that it was aware that no action could be taken on its application, if amended, until after the reservation period expires.

A grant of the petition presumably would eliminate demand for oral argument on the proposed decision and clear the way for early Commission action making the proposed grants final. Ten applicants received proposed grants. WAIT's application was given a proposed denial primarily for program reasons.

WHERE'S CASEY?

WHAL, WGRV Ask Sale of Interests

APPROVAL for sale of a quarter interest in WHAL Shelbyville, Tenn., for $15,000 by Robert W. Rounsaville, Tennessee broadcaster, and his acquisition, through a gift, of a half interest in WGRV Greeneville, Tenn., is requested in a pair of applications reported by FCC last week as accepted for filing.

Owner of WBAC Cleveland, Tenn., and 51% owner of WBEJ Elizabethton and WKSR Pulaski, Tenn., Mr. Rounsaville has been general manager of WGRV and WHAL. He has held no interest in WGRV but was responsible for construction and operation of that outlet. The present owners give him half interest as remuneration for his services and as incentive to continue as manager. He also is to continue as general manager of WHAL for a year after approval of sale of his interest in that station.

The three remaining partners in WHAL are J. O. Fly Sr., George F. Fly and Howard P. Smith, who will continue the partnership, doing business as Shelbyville Broadcasting Co., WHAL licensee.

License of WGRV is requested to be assigned to Radio Greeneville Inc., a new corporation composed of Mr. Rounsaville as president and 50% owner and the present three WGRV owners holding 16⅔% each. The latter are Clyde B. Austin, vice president, C. H. Lyerly and C. B. Burns. James F. Corn is secretary of the new firm. The present equal partners in WGRV are doing business as Greeneville Broadcasting Co.

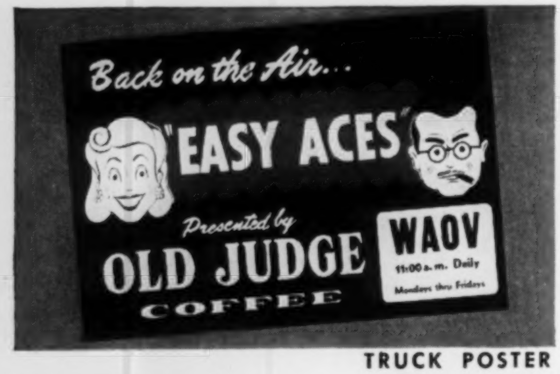
"Sample" ratings for the Fulton Lewis, jr. program

Here are some recent local ratings for the Fulton Lewis, jr. program:

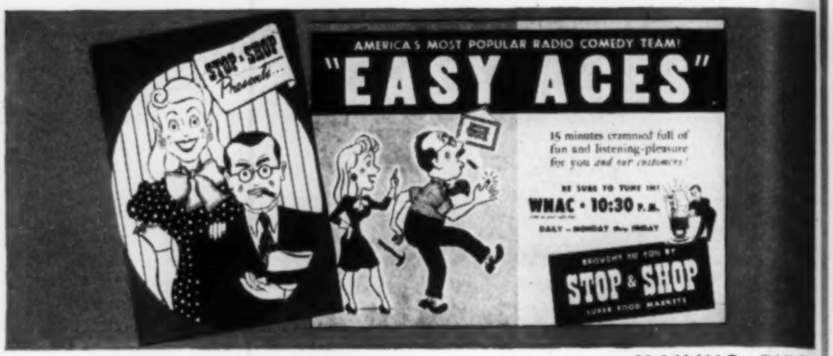
WATW, Ashland, Wis. 22.5; WBOC, Salisbury, Md. 34.0; WFHR, Wis. Rapids, Wis 20.0; WHBC, Canton, Ohio, 17.0; WMBH, Joplin, Mo. 17.0; KVFD, Ft. Dodge, Ia. 15.0; WKBV, Richmond, Ind. 15.3.

Local and national advertisers on 254 stations reach the top-notch Lewis audience. There are a few local availabilities now open—write or wire for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.


Back on the Air...
"EASY ACES"
Presented by
OLD JUDGE
COFFEE
WAOV
11:00 a.m. Daily
Mondays thru Fridays

TRUCK POSTER


STOP & SHOP Presents...
AMERICA'S MOST POPULAR RADIO COMEDY TEAM!
"EASY ACES"
15 minutes crammed full of fun and listening-pleasure for you and our customers!
BE SURE TO TUNE IN!
WNAC • 10:30 P.M.
DAILY — MONDAY thru FRIDAY
BROUGHT TO YOU BY
STOP & SHOP
SUPER FOOD MARKETS

MAILING PIECE

"Ladies and gentlemen"...
Let's start at the beginning
"THAT'S THE WHOLE THING IN A SHELL HOLE"

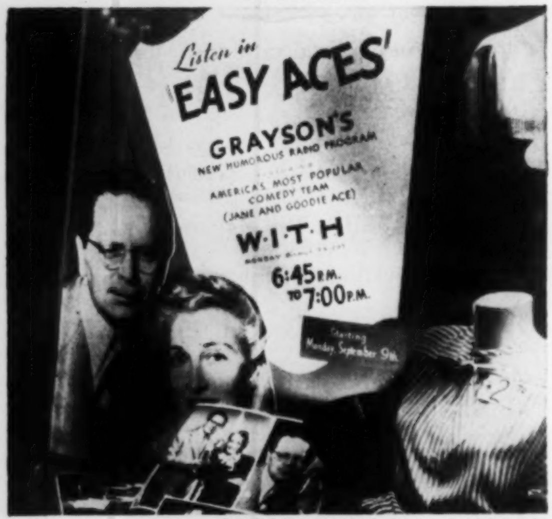
BROCHURE GIVE AWAY

RADIO'S MOST *promote-*

"EASY

AMERICA'S FUNNIEST HUSBAND AND WIFE

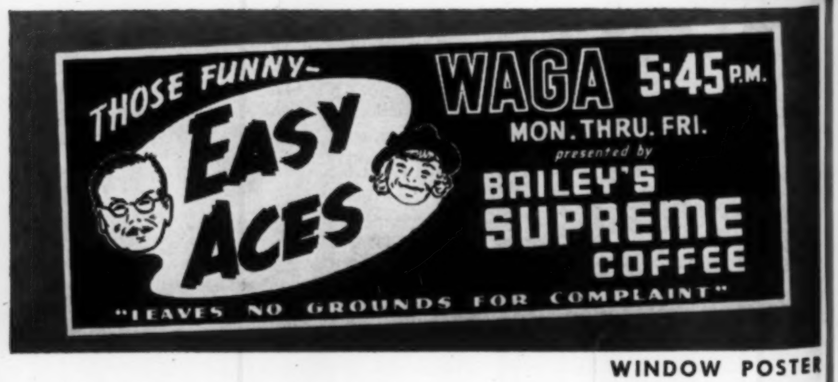
Coast-to-coast via transcription for local and regional sponsors "EASY ACES" is hitting new "highs" in ratings and promotion! Teaser spots by Goodie Ace—special Xmas and New Year's spots by Jane Ace—Red Cross and Community Chest plugs by Goodie and Jane—newspaper photos, mats, publicity. Never before such a promotion campaign on any E.T. show. 1040 quarter-hour programs. Write for availabilities.


Listen in
"EASY ACES"
GRAYSON'S
NEW HUMOROUS RADIO PROGRAM
AMERICA'S MOST POPULAR COMEDY TEAM
(JANE AND GOODIE ACE)
W·I·T·H
6:45 P.M. TO 7:00 P.M.
Starting Monday, September 9th

STORE WINDOW DISPLAY

"EASY ACES"
STATION W-I-T-H • 6:45 P.M. • MONDAY THROUGH FRIDAY

INTERIOR STORE DISPLAY


THOSE FUNNY—
EASY ACES
WAGA 5:45 P.M.
MON. THRU. FRI.
presented by
BAILEY'S
SUPREME
COFFEE
"LEAVES NO GROUNDS FOR COMPLAINT"

WINDOW POSTER

ECE

NEWSWEEK
"A RADIO INSTITUTION"
EVERYBODY KNOWS THEM!
EVERYBODY LOVES THEM!
Be Sure to Listen to AMERICA'S MOST POPULAR COMEDY TEAM
EASY ACES
10:30-10:45 P.M. Monday thru Friday
WNAC
STOP & SHOP SUPERMARKETS

ENVELOPE STUFFER

Listen In!
Ladies and Gentlemen...
EASY ACES"
Back on the Air for
OLD JUDGE COFFEE
12:30 Noon Monday thru Friday
KSD

HAND BILL

Ladies and Gentlemen,
"Easy Aces"
MUTUAL

RADIO STATION LOBBY DISPLAY

e-able

TRANSCRIBED SHOW!

ACES"

FREDERIC W. **ZIV** COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK CHICAGO HOLLYWOOD

WWVA Friendly Voice
Stone & Thomas Sponsors "Easy Aces"
MIKE Gossip
Tune in!
EASY ACES
Stone and Thomas Is "Calling All Girls"

HOUSE ORGAN

The Biggest Show in Town
EASY ACES 6:45 P.M.
WWL
"EASY ACES"
WITH
GRAYSON'S
Starts Tomorrow
EASY ACES
WITH--6:45..
GRAYSON'S
Tune in!
EASY ACES
WJRD 6:30 P.M.
Louis Wiesel Inc
TUNE IN!
EASY ACES
WHEC
"EASY ACES"
MONDAY, MAY 20
WMAQ

NEWSPAPER ADS

STER

EASY ACES
Back on the air...
RADIO'S HILARIOUS COMEDY PROGRAM OF DOMESTIC LIFE...
To help you sell more
OLD JUDGE COFFEE
"EASY ACES"

MAILING PIECE

BAILEY'S SUPREME COFFEE
Leaves No Grounds For Complaint
PRESENTS
EASY ACES
WAGA
MON. THRU FRI.
5:45 P.M.

THREE-SHEET POSTER

WWL
870 on Your Dial
4:45 p.m.
Mon. Thru Fri.
"EASY ACES"

TWENTY-FOUR-SHEET POSTER

30 kc Separation Argued in Briefs

NBC Urges More Study Before Relaxation Of Ruling

THE ARGUMENT over reduced channel-separation requirements for AM stations in the same locality, subject of two days' debate earlier this month [BROADCASTING, March 10, 17], was renewed in briefs on file with FCC last week.

Liberty Broadcasting Co., applicant for a new Rochester N. Y. station 30 kc removed from an existing outlet, repeated contentions that 30-kc separation should be permitted so long as the stations' 250-millivolt per meter groundwave contours do not overlap.

NBC reiterated its opposition to unrestricted authorization of 30-kc separation for stations in the same area, contending that "the most significant fact" shown at the hearing "is that more data should be acquired before substantial relaxation is made in the frequency-separation requirements."

If 30-kc separation is to be allowed without further tests, NBC recommended that three "minimum restrictions" be incorporated into the rule: (1) No overlapping of the 25-millivolt contours; (2) revision of the rules to limit the population within the new station's blanket area to 0.5%, rather than 1% of the population within its entire service area; (3) the new station should have "full responsibility" for correcting cross-modulation problems.

WWDC Washington, which cooperated with FCC and WBCC Bethesda, Md. in a test of 30-kc separation in the District of Columbia area, filed a brief asserting that "the facts are insufficient to warrant, a definite conclusion as to the standards which should be adopted." The station listed several factors to be considered by FCC and suggested limitations to accompany any changes permitting 30-kc separation in the same area.

Liberty's Contention

Liberty Broadcasting's brief, filed by Paul D. P. Spearman, Washington radio attorney and a stockholder in the company, said that "one has to look long and carefully [at the hearing record] even to find an *opinion*, to say nothing of finding basic facts" in support of a prohibition against 30-kc separation where the 25-millivolt contours do not overlap.

"On the other hand," the brief continued, "the record is replete with the evidence of qualified and experienced engineers" opposing such a prohibition and supporting 30-kc separation if the stations' 250-millivolt contours do not overlap. That evidence, the brief added, "is based upon facts, performance, and recognized scientific and mathematical principles."

WWDC's brief, filed by Thomas N. Dowd, Washington attorney, asserted that the only rule which can be safely applied now is one prohibiting 30-kc separation if the 25-millivolt contours overlap.

The station asked FCC to consider the desirability of similar signal strengths over the same general area in cases of the 30-kc separation; suggested that 30-kc separation be allowed between only two successive stations, and declared that "due to difference in band widths, minimum separations which may be permissible in lower bands will result in undue interference in the upper bands" and that some "sliding differential" should be adopted. A decrease in channel separation will result in more interference than exists at 40 kc, particularly to the "poorest 20% of existing receivers," the station asserted.

The brief for NBC was submitted by Henry Ladner and Gustav B. Margraf, attorneys, and asserted that "the adequacy of protection afforded by the proposed rule"—30 kc separation if the 25-millivolt contours do not cross—"should be ascertained by actual test before the rule is adopted."

Submarine Telecast

FIRST TELECAST from a submarine is scheduled for the evening of April 10, when NBC will have two image orthicon cameras aboard the *USS Trumpetfish* as it submerges and two more ashore at Brooklyn Navy Yard to provide the outside view. Occasion is the eve of the 47th anniversary of the Navy's acceptance of its first sub. Burke Crotty, NBC video director of field programs, will direct.

Explains Activities

CHARLES W. JACKSON, acting chief of Advertising Liaison, Office of Government Reports, March 20 addressed the class in "Public Relations in the Federal Government" of the Graduate School of the Department of Agriculture. Mr. Jackson explained the functions of the office and reviewed its acivities, including work with the major radio networks in broadcasting public service messages.

Spot Series in Southeast

PILSER BREWING Co., Bronx, N. Y., has appointed Deutsch & Shea, New York, to handle advertising for its beer and ale. A spot campaign on 15 stations in the Southeast is underway.

COVERS A CAPITAL MARKET

The Nashville retail trade area is a 51 county cut right through the heart of middle Tennessee and southern Kentucky . . . With annual retail sales totaling $356,977,000 these counties are truly Tennessee's capital market area . . . And WSIX's coverage concentrates on this rich territory . . . So your sales message will reach a wide audience who have the buying power you need—and who listen regularly to favorite programs broadcast over WSIX!

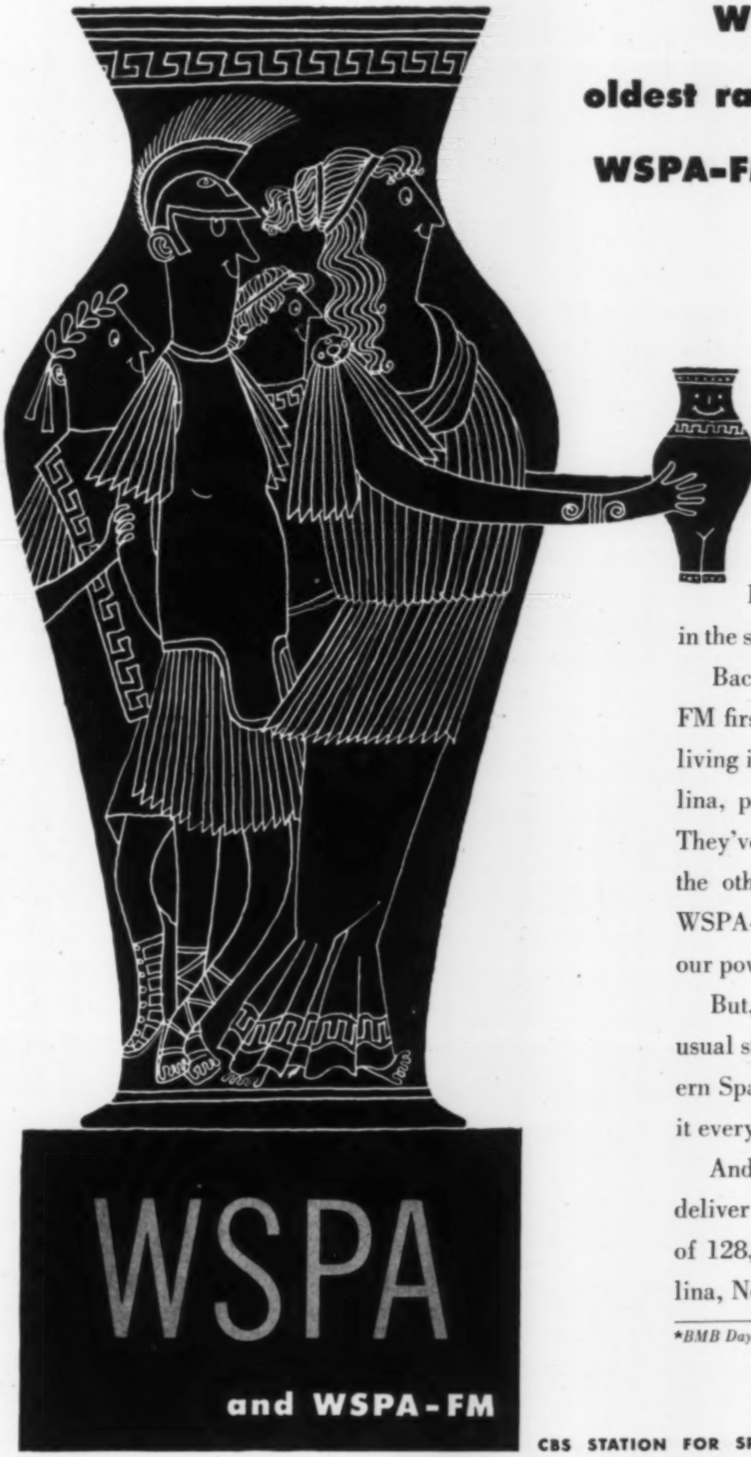
5,000 WATTS 980 KC
AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

A NEW VOICE IN CAROLINA



WSPA—South Carolina's oldest radio station—welcomes WSPA-FM, the first FM station in South Carolina

The paint sparkles on a new transmitter-tower that's perched on Spartan hill high above Spartanburg, South Carolina. It's the transmitter of WSPA-FM, *first* frequency modulation station in the state of South Carolina.

Back in November of 1946, when WSPA-FM first went on the air, the modern Spartans living in and around Spartanburg, South Carolina, parked their dials at 92.1 megacycles. They've been listening steadily since. And just the other day, these *listenable* programs of WSPA-FM reached out farther than ever—for our power jumped to 3000 watts.

But, as we've been telling you, that's the usual story for WSPA. Since 1929, when modern Spartans think of radio (and they listen to it every day), they think of WSPA.

And with results. For right now, WSPA can deliver a ready-to-buy-your-product audience of 128,290 radio families* in 50 South Carolina, North Carolina and Georgia counties.

**BMB Daytime audience*

CBS STATION FOR SPARTANBURG—GREENVILLE MARKET

SPARTANBURG, SOUTH CAROLINA. REPRESENTED BY HOLLINGBERY. WALTER J. BROWN, VICE PRES. AND GEN'L MGR.

(CLIP THIS AD FOR REFERENCE)

CBS

WCMI *gives needed coverage in Ashland, Ky., Ironton, Ohio, Huntington, W. Va., and adjacencies.*

WCMI BMB STATION AUDIENCE REPORT

- **BMB DAYTIME AUDIENCE COVERAGE**

% BMB Penetration	No. of Counties	Daytime Audience Families
50-100%	7	36,370
10-100%	13	39,800

- **BMB NIGHTTIME AUDIENCE COVERAGE**

% BMB Penetration	No. of Counties	Nighttime Audience Families
50-100%	4	27,880
10-100%	8	31,510

NOTE: Station Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

WCMI
A NUNN STATION

Charles C. Warren, *Manager*
Ashland, Ky.
Huntington, W. Va.

REPRESENTED BY THE JOHN E. PEARSON CO.

Operators of WBIG Get News Co. Stock

N. C. Bcstg. Co. and Maj. Ridge Acquire 1,505 Shares

NORTH CAROLINA Broadcasting Co., operator of WBIG Greensboro, and Maj. Edney Ridge, president of the company, have acquired through purchase 1,505 shares of stock in the Greensboro News Co., publisher of the morning *Greensboro Daily News* and the afternoon *Greensboro Record*.

The sale represents 16 2/3% of outstanding stock, which is transferred from Archie Joyner, whose father was one of the founders of the Greensboro News Co., to Major Ridge and the broadcasting company. The transfer assures Major Ridge a place on the newspaper company's board of directors. Sale price was reported to be in the neighborhood of $200,000, although no exact figures were disclosed.

In announcing the sale the newspaper company did not indicate that any further transfer of ownership was in prospect at this time.

Major Ridge has been associated with the North Carolina Broadcasting Co. since 1930 and is director of WBIG. He is a former publisher and part owner of the *Greensboro Record*, having sold his interest in the paper in 1928.

Arrangements for the sale of WBT Charlotte by CBS to the Jefferson Standard Life Insurance Co. of Greensboro were made by Major Ridge.

U. S. C. of C. MEETS IN CAPITAL NEXT MONTH

ANNUAL MEETING of U. S. Chamber of Commerce opens in Washington April 28. Keynoting the program will be questions relating to America's position in a world undergoing a fateful period of transition from war to a hoped-for but disputed peace.

"Now Is the Time to Wage Peace" will be the theme of a forum discussion on April 29, with participants including Navy Secretary James E. Forrestal, radio news commentators Eric Sevareid, CBS, Raymond Swing, ABC, Richard Harkness, NBC, and Col. Albert L. Warner, MBS.

General sessions will cover such subjects as technological progress, distribution and sales problems, natural resources, taxes and spending, the farm program, education, the role of government and labor-management relations.

Final session on May 1 will hear an address on "Government's Place in Labor-Management Relations" by Sen. Robert A. Taft (R-Ohio), chairman of the Senate Labor Committee.

AMERICAN PRODUCTS CO. INC., Reidsville, N. C., (Swagger, Nu-Shine, Shu-Care), has appointed Justin Funkhouser Advertising Inc., Baltimore and New York, to handle its national advertising.

A QUICK HAND of gin-rummy was enjoyed by Dean Fitzer (l), manager of WDAF Kansas City, and Harry Bannister, manager of WWJ Detroit, with I. E. (Chick) Showerman, vice president and general manager of NBC Central Division, Chicago, kibitzing, during recent NBC station affiliates banquet in Chicago.

WIBC's BIGGAR HEADS INDIANA BROADCASTERS

GEORGE C. BIGGAR, general manager of WIBC Indianapolis, was elected president of the Assn. of Indiana Broadcasters at the group's annual business meeting in Indianapolis March 21. Mr. Biggar succeeds John Carl Jeffery, who resigned March 15 as manager of WKMO Kokomo.

Other Association officials elected at the meeting were: R. R. Baker, general manager of WTRC Elkhart, first vice president; Martin L. Leich, general manager of WBOW Terre Haute, second vice president; Carl Vandagrift, program director of WOWO Fort Wayne, secretary; G. F. Albright, general manager of WKBV Richmond, treasurer.

The Association voted to admit two new stations to membership, WSUA Bloomington and WBAT Marion. Total membership now stands at 17 stations.

Meeting was held in conjunction with Indiana State High School Basketball finals March 22. The finals were broadcast by 22 Indiana stations and by WIND Chicago and WGRC Louisville.

RUDY VALLEE is writing second book tentatively titled "Twenty Years Before the Mike," which relates personal anecdotes.

600 KC
1000 WATTS
KROD
CBS
EL PASO
Dorrance Roderick, Owner
Val Lawrence, Manager
National Representatives:
Taylor-Howe-Snowden

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA **WMT**

"INFORMATION PLEASE!"

"WAKE UP AMERICA — WHAT'S THE BEST RADIO BUY IN EASTERN IOWA?"
THAT'S AN EASY ONE, CLIF — WMT HAS A GREATER POPULATION COVERAGE (1,131,782 PEOPLE) WITHIN ITS 2.5 MV LINE THAN ANY OTHER STATION IN ALL IOWA!
AND IF YOU WANT TO LISTEN TO GOOD PROGRAMS LIKE OURS, YOU'VE GOT TO TUNE TO WMT EASTERN IOWA'S EXCLUSIVE CBS OUTLET!
CBS

WMT delivers more listeners at less cost!

We don't think Clif Fadiman can "stump the experts" when it comes to buying time in Eastern Iowa. For out there, in the No. 1 market of a great state, WMT stands out like John Kieran quoting from Shakespeare. You see, Iowa offers a spendable, dependable market — not inflated by war — but working in steady industries and on the world's richest farmlands. You reach them both on WMT. Get the facts now — and get on WMT. Our story is a big one to tell — an important one to hear.

Contact your Katz Agency Man at once.

MASON CITY
DUBUQUE
CLINTON
DAVENPORT
CHICAGO
WATERLOO
CEDAR RAPIDS
SIOUX CITY
IOWA
DES MOINES
OTTUMWA
BURLINGTON
ILL.
NEB.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS. DAY and NITE. 600 KC.
BASIC COLUMBIA NETWORK

Member of the
MID-STATES GROUP

Tennes
ky.
nscribed by F. C.
eral manager, the prog
e presented as a public service
t the station and are broadcast
under the title of "What's Ha
pening.
The public is cordially inv
to listen to the program
cast by WLAC from 9:0
o'clock each Sunday
the ra
F. C. well, WLAC's g
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Sowell "grew up" on a
paper and this accoun
measure for his intere
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Press. He

Radio Station Airs Community Happenings

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and
Happenings in Pulaski will be included in a broadcast by
Station WLAC each
morning as a re
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morning

Weekly Newspapers Featured On WLAC

WLAC, 50,000 watt Nashville radio station, has started a new series of programs that is proving of great interest to listeners in towns within a 75-mi
Tennessee

WLAC Features Weekly Newspapers Sunday Mornings

WLAC, 50,000 watt Nashville radio station, has started a new series of programs that is proving of great interest to
eners in towns within
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&H News Sto

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WLAC Progr

A two front page
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Democrat, a paper pub
many years by his brot
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the station has receiv
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on the program
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Special New

Every Sunday morn
o'clock, starting last Su
7th, a county newspape
l be broadcast over Ra
WLAC. This prog
ade up of news items
Middle Tennessee
pers each week.
readers of this paper
this office news ite
we will be glad

WLAC Featu

Weekly Pape

Middle Tenne

WLAC, 50,000 watt
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1510 on the radi

LAC Features

Weekly Newsp

WLAC, 50,000 watt
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towns within a 75 m
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Presented under
title "What's Happ
broadcasts are com
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This inside s

NEWSPAPER EDITORS PRAISE WLAC RADIO PROGRAM!

Henry Fleer (pictured above), editor of the Waverly Democrat-Sentinel, is typical of the forty-five Middle Tennessee newspaper editors who use their front page columns to urge readers to listen Sunday mornings at nine o'clock to WLAC's "What's Happening". This show broadcasts news events reported from these newspapers.

As Editor Fleer writes . . . "it puts Waverly and Humphreys County on the map, so to speak, and everyone interested in his own home town and county should not miss it."

Here's another link of confidence and friendship between WLAC and the market it serves.

CBS AFFILIATE

50,000 WATTS

REPRESENTED BY THE PAUL H. RAYMER COMPANY

WLAC

NASHVILLE

"Gateway to the Rich Tennessee Valley"

WLAC, the station has received
numerous letters and
of approval on the
radio officials
roadcast

RADIO PROGRAM FEATURES PRESS

Nashville radio
series of

ily newspapers, and afford the
audience an enlightening picture of
newsworthy events in neighb
communities.
This inside s
pening" goes on
each Sunday
heard at 1510 o
F. C. Sowel
manager, condu
Mr. Sowell grew
paper and this ac

Democrat Quoted

WLAC's New Sunday Morning Program

The Country Newspaper Program, WLAC's newest addition to the airways, was inaugurated last Sunday morning with a round-up of news reported in the weekly newspapers Tennessee. The

reports fro
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WLAC Features Weekly Newspapers

WLAC, 50,000 watt N
radio station, has
series of progr

Orientation on BMB Moves Forward

Value and Adaptability To Industry Becomes More Evident

By J. HAROLD RYAN
Chairman, BMB Inc.

ON BEHALF of Broadcast Measurement Bureau I want to thank BROADCASTING for having commissioned Audience Surveys Inc. to conduct an opinion poll on BMB, the results of which have appeared in a series of articles concluded last week. I understand the BMB researchers think very highly of the adequacy of the sample used. Our gratitude is also extended to the broadcasters whose thoughtful answers to the questionnaire provided important information on pertinent questions. It is healthy for research organizations to be subjected to such independent scrutiny.

BROADCASTING was quick to call attention to the fact that the poll was taken early in January, before advertisers and agencies had received BMB data. Since broadcasters' opinions of BMB will be determined in large part by advertiser-agency use of the material, this factor could play no part in their opinions.

At the time of the opinion poll even the broadcasters had still to receive their Station Audience Reprints, the Area Report and the Network Report (which will be distributed in April). For lack of rules governing the presentation of BMB data by subscribers—which were issued the middle of January—BMB subscribers themselves had not made much use of their BMB audience figures at the time of the poll.

More Data Given

Thus, the poll unearthed interim opinions, expressed just as BMB was about to publish and distribute its data throughout the radio and advertising industries. Since the poll was taken, 150,000 Station Audience Reprints have been distributed, in addition to those which each subscribing station received of its own audience figures. The Area Report has been sent to AAAA agencies, ANA advertisers and BMB subscribers. Numerous additional copies have been sold. And the new rules governing the presentation of data by subscribers have prompted many stations to promote their BMB figures in sales promotion literature and trade paper advertising, as every reader of BROADCASTING knows.

It would be interesting to compare the opinion voiced in the poll to industry opinion six months hence. Many of those who failed to answer specific questions or said "Don't know" would, I am sure, have positive opinions. And I am confident they would be favorable. Even some of the negative votes might by then have switched.

Even in early January 61% of the BMB subscribers polled said BMB was giving them what they paid for. But 23% had not yet formulated an opinion. They, the 2% who did not answer the question and even some of the 14% who said "No" might be found in the "Yes" column after they received their Reprints, Area and Network Reports and when they had had an opportunity to use BMB and to note the use advertisers and agencies were making of it.

The poll indicates that the average station had been using more than one type of coverage information prior to BMB and points up the need for a uniform audience measurement, which BMB was organized to provide.

Definition of Coverage

Question 4 was a 3-part question which called for a comparison of BMB with other "coverage" data and the respondent's own opinion as to his station's "performance."

We may perhaps assume that "performance" was intended to refer to the same factor measured by BMB: Families that listen one or more days a week. But how about "coverage"? In many minds that word connotes a station's area of advertising effectiveness. But BMB does not presume that a station is advertisingly effective in every county where 10% of the radio families listen to it. BMB simply reports down to that level because it has available reliable information. A station's advertising effectiveness may vary for different kinds of accounts. And a 30% BMB penetration may mean a different degree of advertising effectiveness when it represents the second highest station in the country than when it is surpassed by four other stations.

So the fact that a station's BMB area does not coincide with the station's claimed "coverage" is no condemnation of BMB.

Furthermore, in asking whether BMB accords a station too much or too little "coverage," no distinction is made between number of listener families and number of reported counties. It is quite possible that a respondent who thought BMB reported too many counties may have been disappointed with the number of listener families BMB reported for his home city or county.

Uses for Material

Although mentions of specific uses of the BMB data totalled 200%, indicating that stations plan to use the material in several ways, 14% had found no use for the data in January. Perhaps this ties in with the fact a bare 51% thought BMB was "Good" or "Fair" in explaining the uses of its data.

We had planned an educational campaign last fall but refrained from putting it into effect pending a clarification of the scope within which we could operate. These matters were explained to the NAB board in January. Within certain prescribed limits we are endeavoring to make up this shortcoming, of which we have been well aware.

Although only 14% said BMB had not given them what they paid for, 42% thought the cost was high. Perhaps the discrepancy may be attributed to the fact that few people like to admit they didn't pay plenty for what they got, especially when they know that re-subscriptions will soon be coming up.

In this connection we have revised our subscription scale for Study No. 2 by the addition of more classifications. Thus costs will be more equitably distributed and each classification will represent a narrower range of revenue to which that particular subscription fee applies.

CHAIRMAN of BMB Inc. and spearhead of the Bureau's drive, Mr. Ryan points out that many of the uncertainties about BMB in the industry's mind during the recent BROADCASTING TRENDS survey [BROADCASTING, March 24] have already been dispelled. Mr. Ryan, who is executive vice president and treasurer of Fort Industry Co., was an interim president of the NAB and during World War II was assistant director of censorship set up the broadcasting division of that agency.

Mr. Ryan

The question on the frequency with which the BMB measurement should be made was particularly interesting in view of our own previous decision on the matter. When we decided not to make a survey in 1947, preferring to analyze our first study thoroughly before embarking on the second, we recognized the widespread desire for annual surveys borne out by the poll's 59% vote for surveys at least once a year. Another 27% thought the survey should be made every two years. This will be the interval between the first and second survey, scheduled for March 1948. This matches the two-year period allotted for the first study.

Basis for Evaluation

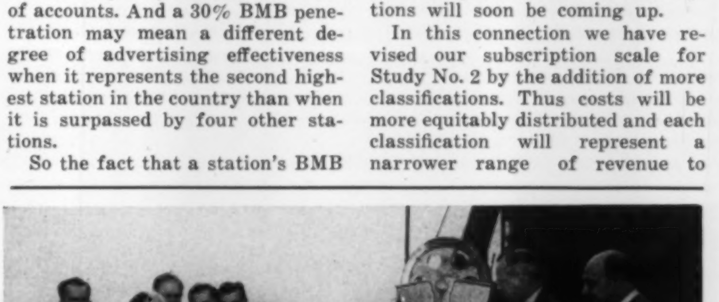
The tentative character of broadcaster's opinions applies particularly to questions concerning BMB's operations. Broadcasters could hardly be expected to evaluate the method of reporting BMB data to stations when they had received only their Station Audience Reports. But we did recognize the justification of subscribers' desire for maps which showed the BMB penetration in each county, and are now preparing such maps.

Part of our 1947 research activities will be concerned with the Reports. We intend to query advertisers, agencies and broadcasters after they have had an opportunity to work with the Reports. We intend to find out whether we have presented the information they want in the way they can best use it.

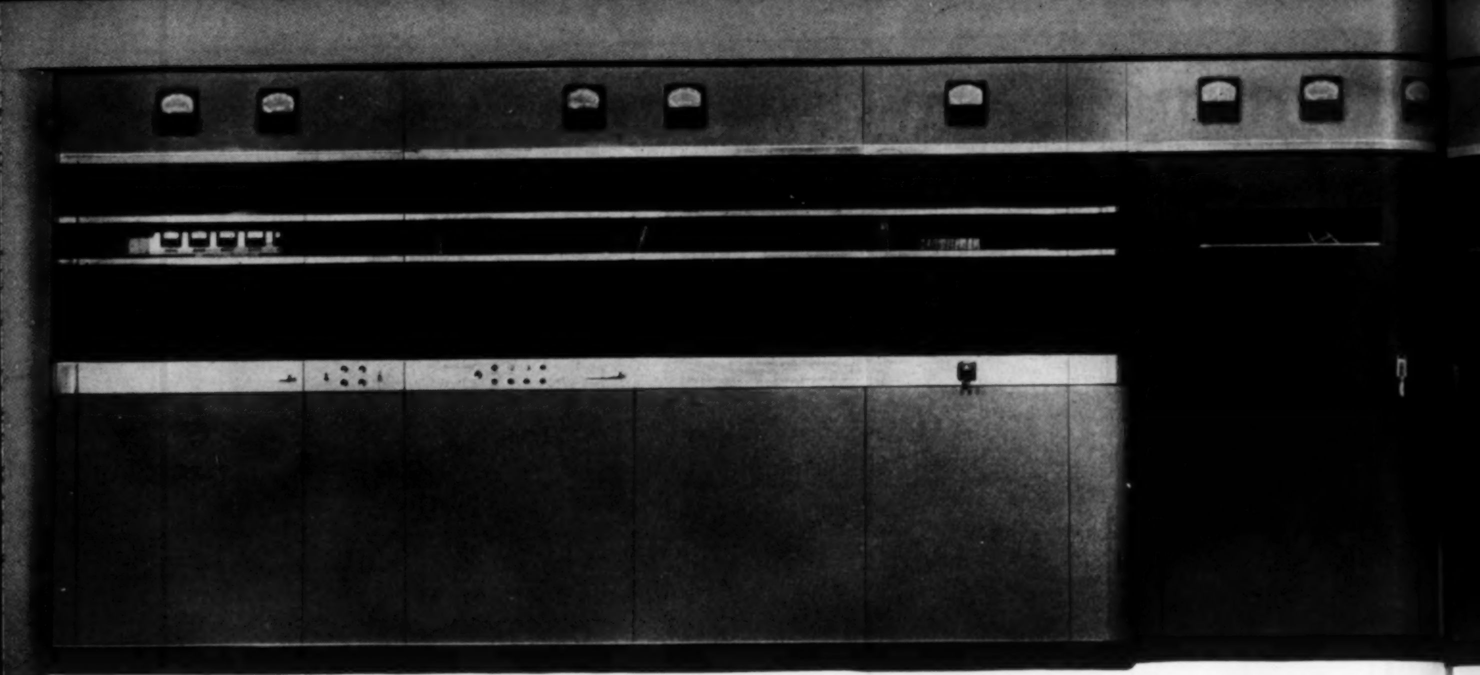
The same applies to broadcasters' opinions on BMB's research formula. Facts on which to base an informed opinion just don't exist as yet, and in January even fewer facts were known and they were known only to the technically-minded researchers.

It is to obtain facts on which to

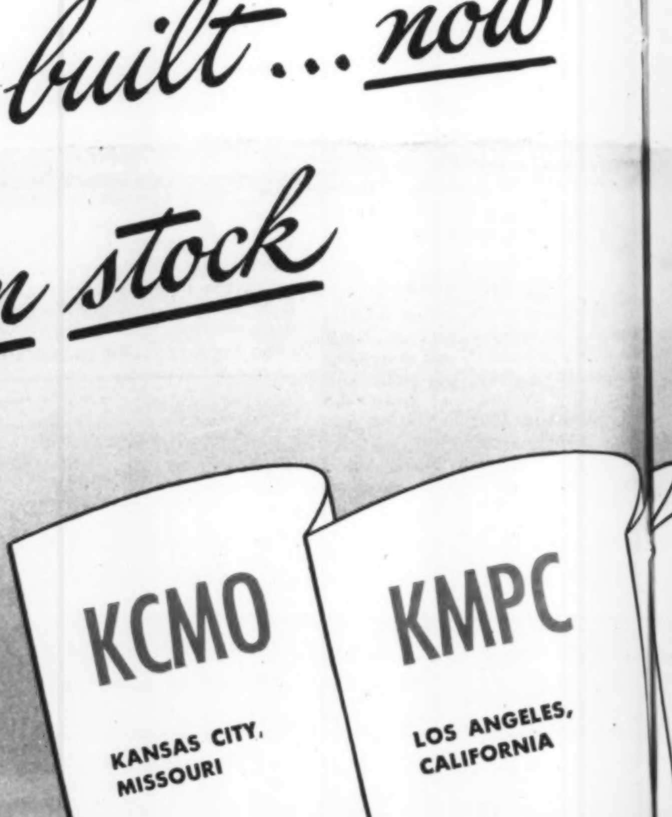
(*Continued on page 52*)

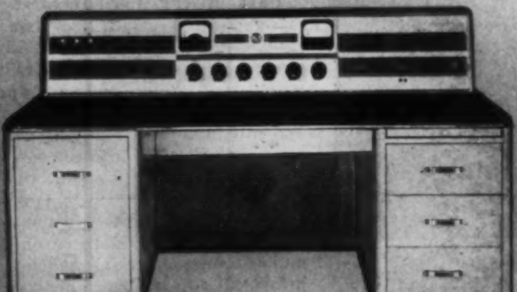


OFFICIATING at ground breaking ceremony for projected $3,000,000 Don Lee Broadcasting System building at Vine and Fountain Sts., Hollywood, Calif., on March 19 was Lewis Allen Weiss (holding shovel), vice president and general manager of Don Lee. The building which is expected to be completed within a year, will house FM, video and standard radio facilities and will serve as Western headquarters for MBS. Besides executive offices, there will be eight large studios, four of them for audiences, and six smaller studios suitable for newscasts.

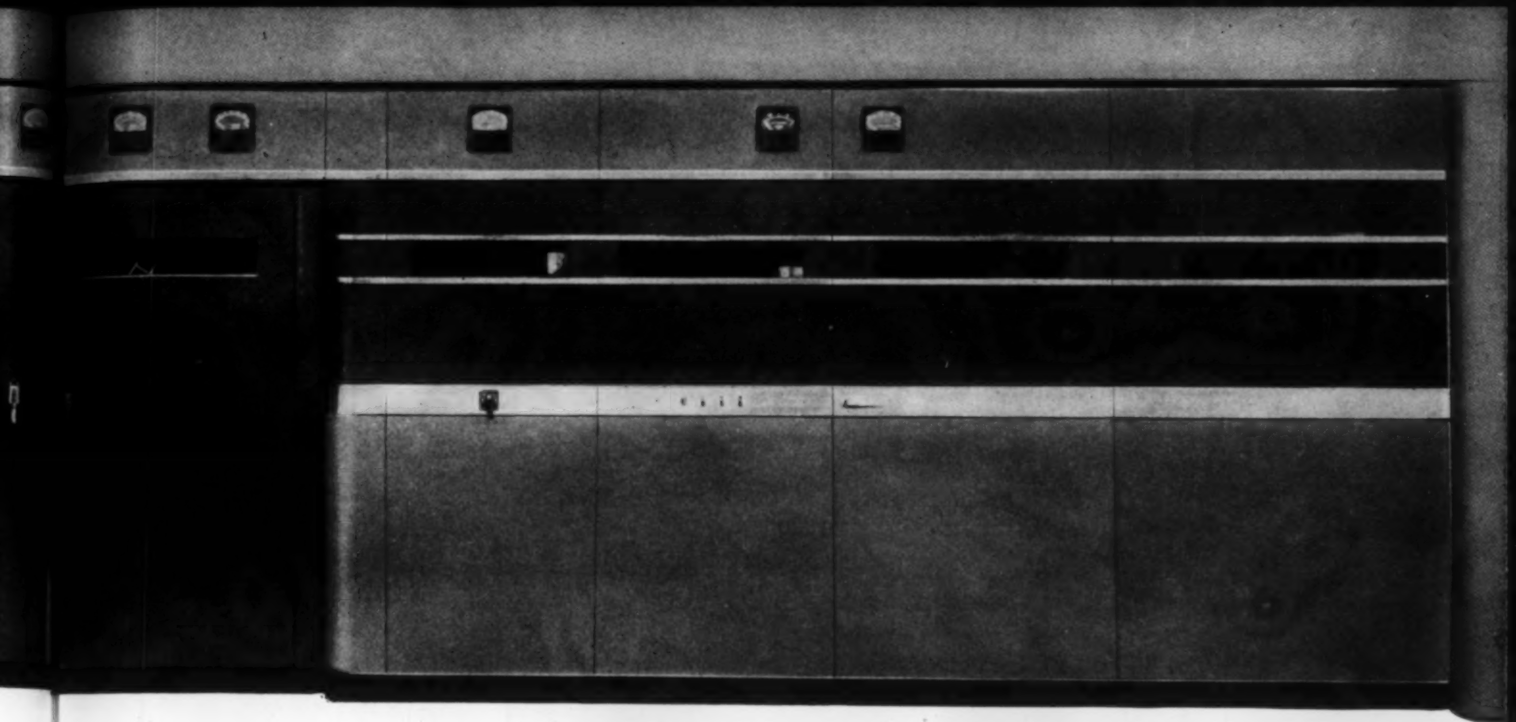


The finest transmitter RCA has ever built ... now available from stock


KCMO
KANSAS CITY, MISSOURI
KMPC
LOS ANGELES, CALIFORNIA

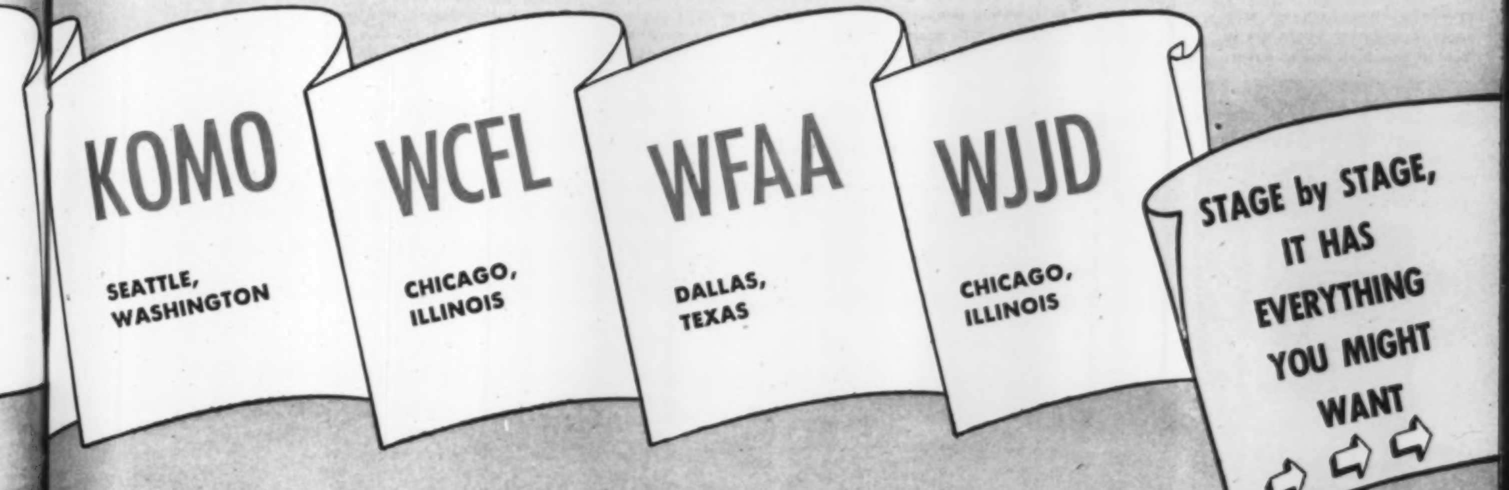


CONTROL CONSOLE contains controls for both the transmitter and audio channels. Every major function of the transmitter is at the engineer's finger tips or within easy viewing distance.

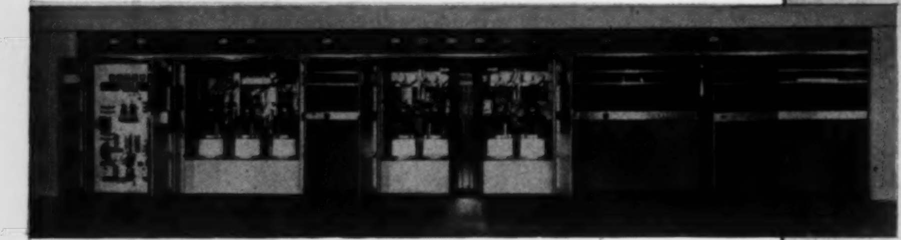


the new 50-kw AM, type BTA-50F

- **Postwar member of a famous line**
- **RCA 50's are now in use or on order at 22 of the nation's 50-kw AM stations**
- **Today, six of the country's top broadcasters are installing this new 50-kw transmitter**


KOMO
SEATTLE, WASHINGTON
WCFL
CHICAGO, ILLINOIS
WFAA
DALLAS, TEXAS
WJJD
CHICAGO, ILLINOIS
STAGE by STAGE, IT HAS EVERYTHING YOU MIGHT WANT

... a new degree of accessibility and



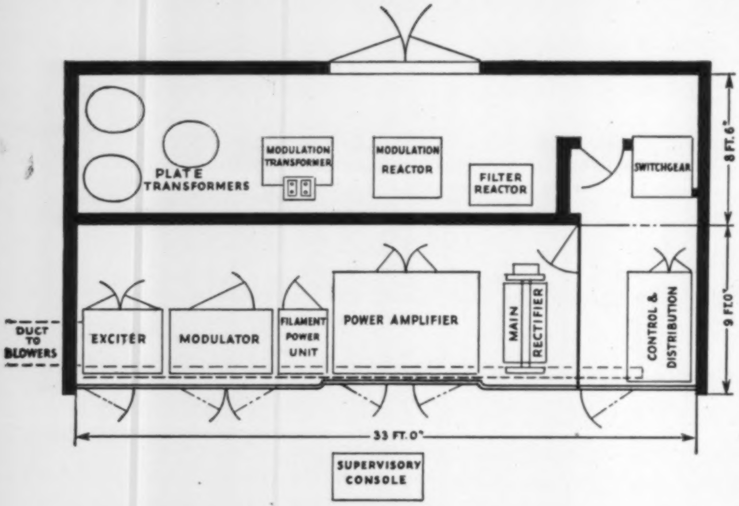
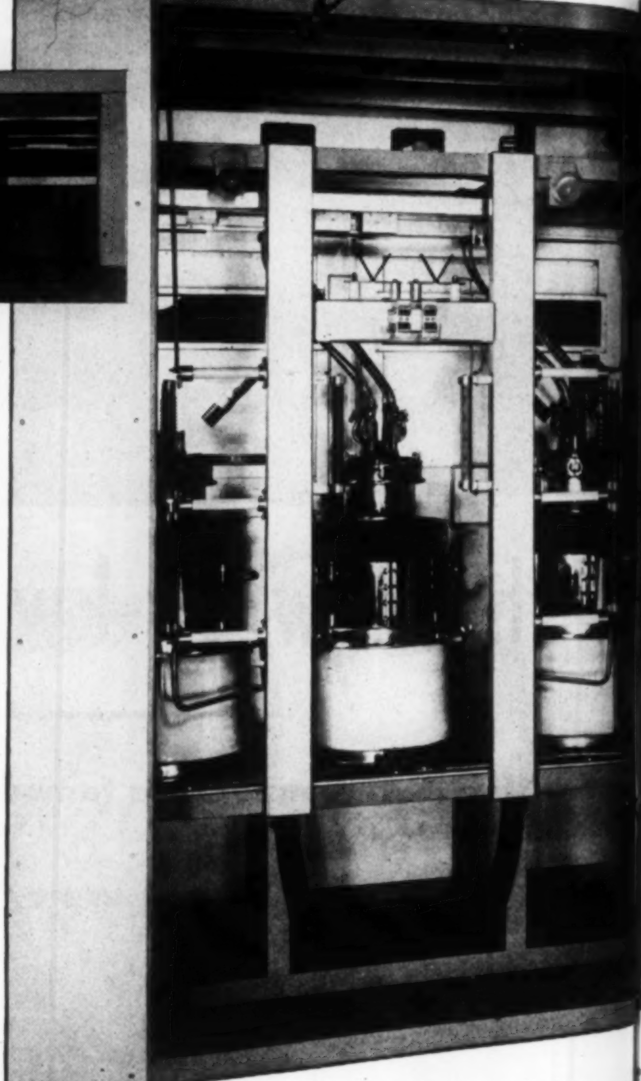
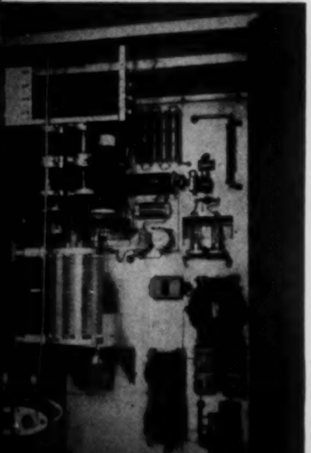


PLATE TRANSFORMERS
MODULATION TRANSFORMER
MODULATION REACTOR
FILTER REACTOR
SWITCHGEAR
8 FT. 6"
DUCT TO BLOWERS
EXCITER
MODULATOR
FILAMENT POWER UNIT
POWER AMPLIFIER
MAIN RECTIFIER
CONTROL & DISTRIBUTION
9 FT. 0"
33 FT. 0"
SUPERVISORY CONSOLE

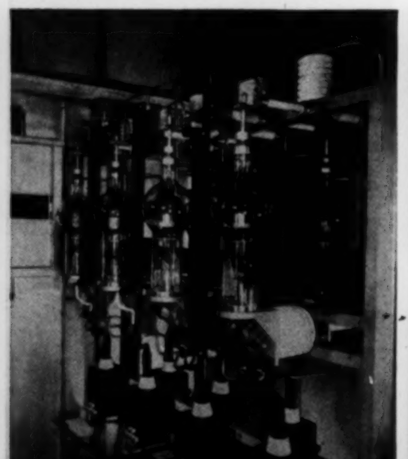
COMPACT FLOOR PLAN—EASY INSTALLATION. Arrangement of equipment units has been carefully planned to save floor space and assure maximum operating convenience. When desired, all equipment may be installed on one floor. Interwiring is carried in built-in ducts at top of units.



EXCITER section (rear view) contains two crystal oscillators (Type UL-4392) with a relay switching system to change from regular to spare. Low-power stages are in front of unit, high-power in rear.

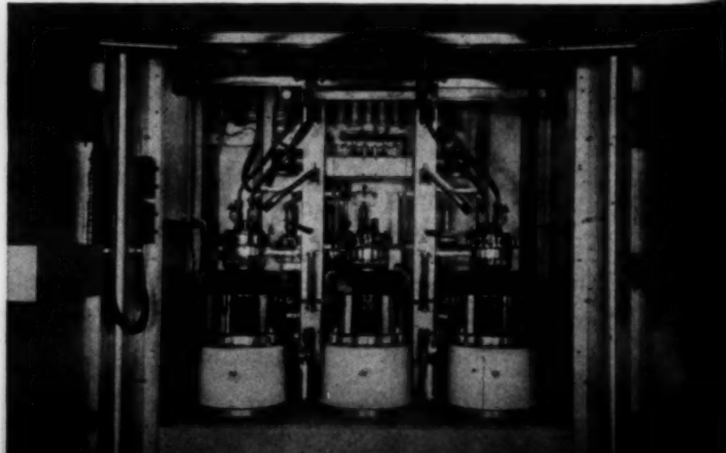


RECTIFIER, reached through interlocked side door, uses type 857B tubes in three-phase, full-wave circuit. A spare tube, always up to operating temperature, can be switched into any tube position. Non-inflammable capacitors. Stepless starting.

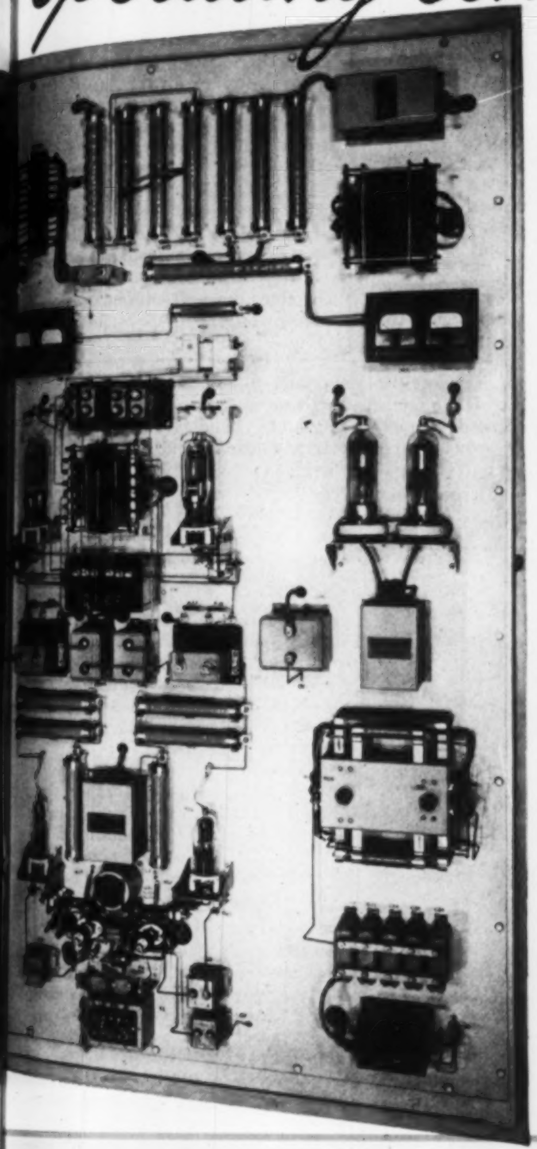


(Above) Rear view of modulator. (Below) Front view

MODULATOR uses the RCA-developed Class "B" circuit. Stabilized audio feedback uses no r-f rectifier—requires no adjustment whatever. Two type 9C22 single-phase-filament, forced-air-cooled triodes modulate the output carrier 100% with an audio input of +10 dbm. Spare tube (center position) can be quickly connected in place of either modulator tube.



operating convenience



THE RCA BTA-50F Transmitter shown on these pages is *not* a "revolutionary" design. Quite the contrary, it is a design which has gradually evolved through six stages over a period of twenty years.

In 1927 RCA engineers designed and installed for WEAF the first fifty-kilowatt broadcast transmitter. That transmitter was RCA's Type 50-A. Another 50-A was installed the following year at WENR.

In 1929 RCA engineers brought out a new design—the 50-B—incorporating many new features. Among other things, the 50-B was the first high-power transmitter to use mercury-vapor rectifiers. This transmitter was so good that it swept the field. All told, seventeen 50-B's were installed. More than half of them are still in operation after 18 years of service.

In following years the same group of RCA engineers designed, first the 50-C, then the 50-D and the 50-E, and now—the BTA-50F. Each design improved on previous designs—new features were added. The outstanding success of these transmitters is attested by the fact that during the whole twenty-year period "RCA 50's" have been the undisputed first choice of 50-kw broadcasters. Today "RCA 50's" are used or on order by 22 of America's 50-kw stations (operating and authorized).

What does this mean for the station buying a 50-kw transmitter today? It means the best assurance of minimum time off the air and minimum maintenance cost. (Any 50-kw operator will testify that these are the two most important points to consider.) Accessibility and operating convenience are very important in this respect because they reduce (*a*) time lost for replacements and (*b*) labor required in operation and upkeep. Ask your chief engineer—he knows!

RCA

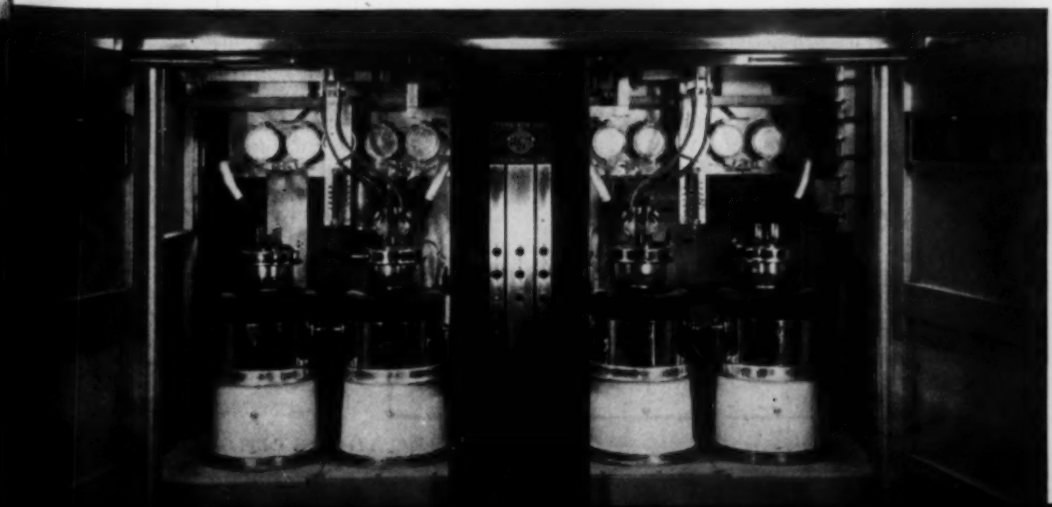
BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

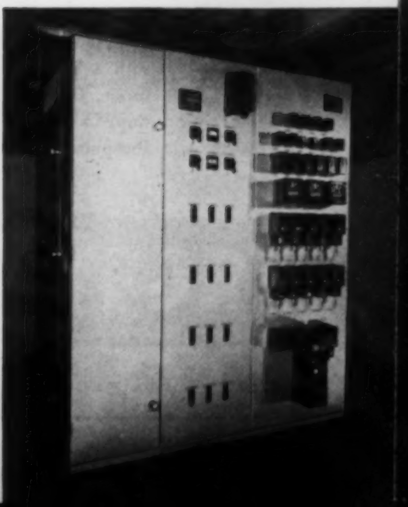
ENGINEERING PRODUCTS DEPARTMENT,

CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal



POWER AMPLIFIER employs new RCA type 9C22 tubes in high-efficiency Class "C" circuit. Simple circuit used is very stable — does not require constant readjustment. Duplicate tube positions allow fast changeover.



CONTROL AND DISTRIBUTION section provides complete protection to equipment and personnel with minimum relay equipment. Step-by-step starting, automatic or manual. In automatic position, if filament and plate switches are closed, the transmitter can be placed on the air merely by closing the START switch on the supervision console.

Net Time Sales

(Continued from page 13)

selves rose 10%. Financial and insurance rose 50%, accounting for $4,221,743 or 6% of the volume of the largest categories. These figures show a stimulated use of the medium by these service institutions.

History of Radio Advertising

Besides analyzing 1946 broadcasting time sales, the YEARBOOK presents in highlight form a history of radio advertising since the Census Bureau study of 1935. That year net time sales were $79,617,543, the 11-year increase being four-fold.

The growth during this period was not even. National network volume, for example, increased 216.6% while local advertising rose 284.1%. National and regional nonnetwork advertising (national spot) rose 470% during the 11 years. This form of broadcast advertising first developed in 1929 and has grown steadily ever since.

Net time sales have declined only once during the period, dropping 0.6% in 1938 due to a dip in local advertising that year. This, in turn, paralleled a drop in retail and service establishment sales, fields from which local radio obtains much support.

Fastest growth of time sales occurred in the 1935-37 and 1942-44 periods. In the middle '30s radio enjoyed the normal growth of a new and effective medium. In the early '40s the medium reflected the upward swing of business and advertising during the war.

Other factors contributing to the medium's growth in the 1935-45 period were expansion of station and network facilities; improvement of broadcasting and receiving equipment; marked rise in the number of radio families. In 1935 there were 614 standard broadcast stations; in 1945 there were 937; as of Jan. 1, 1946, there were 1,020. In 1935 only 194 were affiliated with national networks; in 1945 the number was 725, the increase being especially heavy among small stations.

Gain in Radio Homes

Number of radio homes in 1935 was 24,600,000 compared to 34,000,000 in 1945, with nearly 97% of homes now estimated to have receivers. As the number of radio homes was rising 38.6% in the 11 years, number of stations increased 52.6% and time sales 288.1%.

With the growth of broadcast advertising has occurred a trend toward ever-increasing dispersion of the radio dollar among stations as against networks; among smaller stations as compared to large ones, and among hitherto less developed radio areas.

Growth has been fastest in the Southern, Mountain and West North Central States. This is ascribed to the fact that radio advertising got its start in the New England, Middle Atlantic, East North Central and Pacific areas, where the buying power was concentrated, along with talent and entertainment centers. Stations first grew up in these areas, which also contained most of the advertising agencies.

FM Primer

MARTIN DEANE WICKETT, program consultant, has been retained by FM Assn. Inc. to draft an FM programming primer. The primer will be released to Association members at the Albany, N. Y., conference April 14. Mr. Wickett resigned recently as program director of WTOP Washington to enter the program consulting field. He continues to produce, on a freelance basis, shows on the CBS outlet.

Dispersion of the radio dollar has been fostered by improvements in transmitting and receiving equipment. This was especially helpful to the South, with its atmospheric problem. The South has shown economic growth since 1935, with buying power increasing.

Dispersion of the radio dollar into smaller cities and towns has occurred. In 1937 the 37 major radio advertising markets accounted for 69.8% of all station net time sales; in 1945 the proportion was 56.2%.

Local Increases

Greatest growth in average station revenues has occurred in the local station class, further evidence of the wider dispersion of the radio dollar. Average local station revenues rose 126.2% from 1937 to 1945 in the unlimited group as compared to an 86.9% increase for unlimited time regional stations and a rise of 45.5% for 50 kw unlimited time clear-channel stations.

Average revenues of nonaffiliated regional and local stations increased more rapidly than network-affiliated regional and local stations.

Clear-channel and regional stations are the principal media for national advertising and local stations the main local advertising media, the analysis shows. However, an increasing proportion of national business is going to the locals.

Principal relative increase on 50 kw unlimited stations has been in the national spot category, with decline in percentage of revenue from local sponsors, due to relative saturation of these stations. A generally similar trend is noted on regional unlimited stations affiliated with networks. Some evidence is noted that national and regional nonnetwork business tends to follow network affiliation.

Greatest increase in proportion

(Continued on page 40)

CANDY STORE
FLYER

—in the driver's seat . . .

KFYO will drive your advertising dollar into lucrative channels . . . because KYFO is the LEAD STATION in this rich market . . . a market with a $167,892,000 effective buying income!! Grain, Dairying, Wholesale and Retail Distribution, Oil, Poultry, and Cotton mean money on the potent South Plains of Texas!

Represented by
TAYLOR-HOWE-SNOWDEN
Radio Sales
Affiliated with
AMERICAN BROADCASTING COMPANY

VOICE OF THE SOUTH PLAINS OF TEXAS
1340 ON THE DIAL
KFYO
LUBBOCK, TEXAS

THE HOOPER CLIMBED

3 *to* 5 *to* 8

IN THREE MONTHS AT 2 P. M.

WFBR
IS
BALTIMORE

That's the story so far of "Shoppin' Fun" with Lonny Starr on WFBR—an 8.1 Hooper in 3 short months.

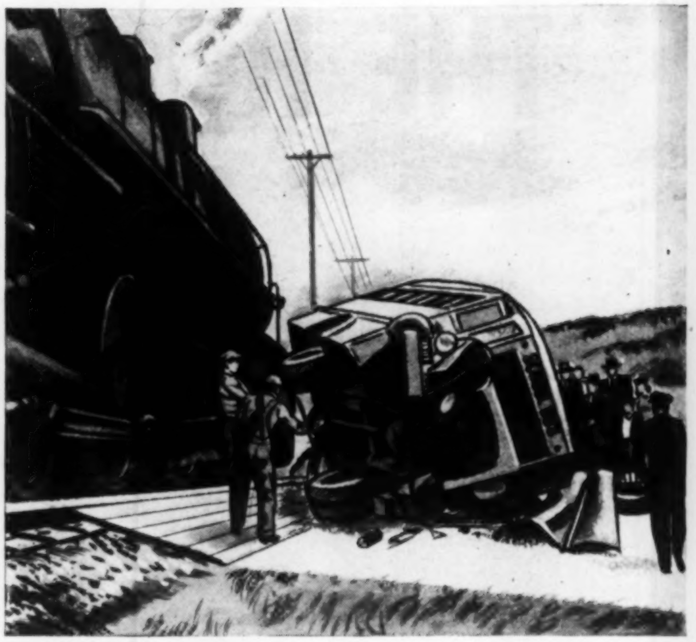
Produced and perfected by WFBR's Program Department, "Shoppin' Fun" had to be really good to earn an 8.1 Hooper—a local show with a rating any national show would envy.

Following WFBR's Club 1300, it is again evidence that WFBR is *radio* in Baltimore—a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

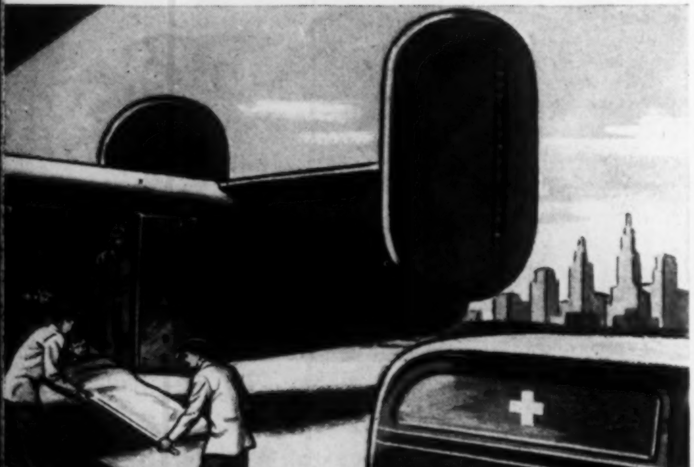
MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

How one man on five broadcasts rallied two states to help survivors of school bus tragedy

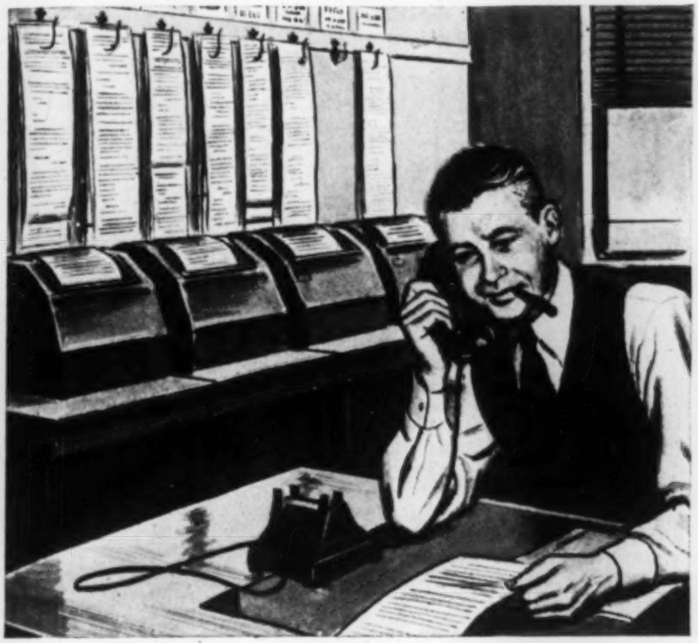


1. During the Christmas week, grim tragedy struck Silverstreet—a small country town a few miles from Newberry, S.C. A school bus stalled on a railway crossing...was smashed by a speeding express train. Twelve children were killed instantaneously. Ten more youngsters were carried out of the twisted wreckage seriously injured.

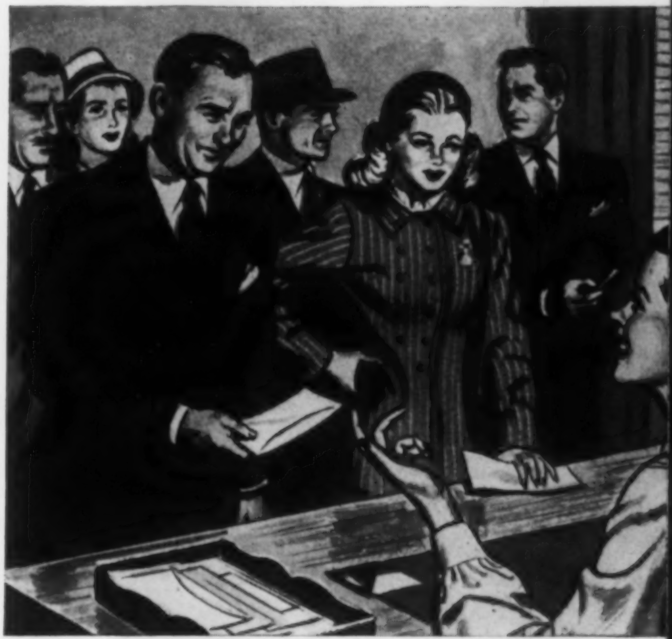


4. Thanks to these contributions, a chartered plane winged one child 300 miles for an operation by a world-famed surgeon ... the nine other injured youngsters received the finest medical treatment ... and funeral expenses were taken care of for the grief-stricken parents.

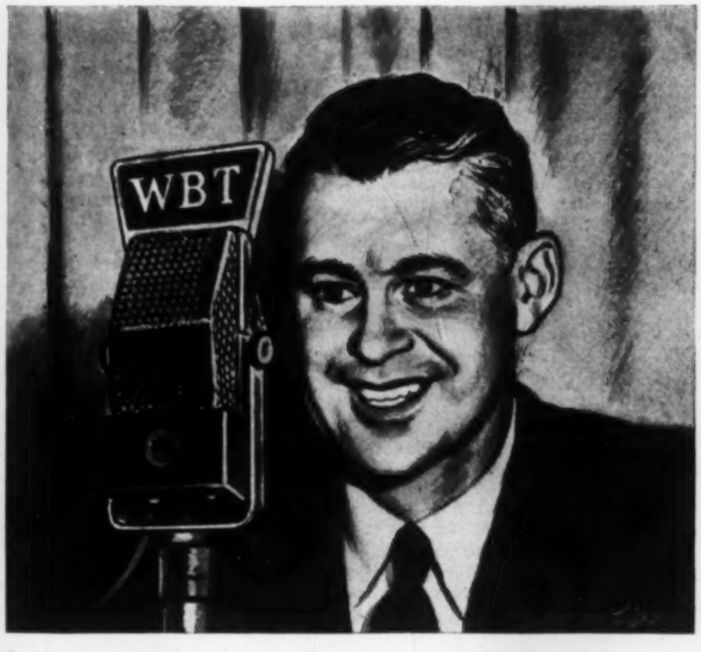
5. "Nobody approached Grady Cole," editorialized the Newberry Observer. "Out of the bigness of his heart, he voluntarily gave his services. Thanks to the appealing broadcasts given by him on WBT, the people of this community have been given a new understanding of the conscience and the power of a great radio station."



2. In Charlotte, N. C.—90 miles away—Grady Cole, two-time Variety Award winner, read the story in the WBT News Room. Shocked by the neighbor community's catastrophe, WBT's Farm Editor immediately phoned the Managing Editor of the Newberry Observer, arranged a joint campaign to help bereaved Silverstreet.



3. During five broadcasts of his Farm Hour (5:00 to 8:00 a.m.), Grady Cole, who receives a thousand letters a week, talked about the accident. "Our neighbors need our financial help. Let's make sure they get it." Within two weeks, donations totaled more than $4,000.



6. Helping 22 of the half-million families in WBT-territory is in itself a small incident. Yet it typifies the manner in which a famous Farm Editor and a "great radio station" gather industrial workers and farmers of two states into one family.

Here is more eloquent evidence that WBT has the power to shape the living (and buying) habits of its millions of listeners.

STOP
LOOK
AND
LISTEN

WBT

The South's Pioneer Station

JEFFERSON STANDARD BROADCASTING CO.

CHARLOTTE, 50,000 WATTS, CBS

Represented by RADIO SALES,

THE SPOT BROADCASTING DIVISION OF CBS

THE Only One

WDBJ
ROANOKE VA.
QUEEN OF VIRGINIA'S MOUNTAIN EMPIRE
WDBJ is the only station that for twenty-two years has served Roanoke City and most of Southwest Virginia's Mountain Empire of diversified markets.

Primary and secondary coverage areas of WDBJ, the Pioneer Radio Station of Roanoke and Southwest Virginia, have a combined population of more than 850,000—nearly 150,000 radio homes!

Here is a fast growing region of tremendous natural resources, a receptive audience and ready buying power—an audience which overwhelmingly prefers its radio entertainment from WDBJ.

ASK FREE & PETERS!

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

White Book

(*Continued from page 17*)

of the careful presentation of his premises upon which to base a yardstick, he seems to arrive at no conclusion. Unless one can accept as a conclusion the following: "The author's 'Yardstick', then, is simply this: Let the broadcasters, of their own volition, contribute more that is 'plus' in terms of the five goals of the Commission on Freedom of the Press; and let them, realizing that not everything that is not 'plus' is by that token 'neutral,' eliminate those 'minuses' which have the effect of cheapening the goals and values of our society."

It will be remembered that this was the nonsequitur over which the FCC Blue Book stumbled. There has been much discussion of a "yardstick" or "a set of standards." But the yardsticks emerging from these discussions seem inevitably to reach the point of X equals—and then stop.

To some keenly tuned broadcasters' ears, there will be a harmonic in the use of that "plus-neutral-minus" terminology.

When Dr. Robert D. Leigh, director of the Commission on Freedom of the Press, and Mr. White's boss, was director of the Foreign Broadcast Intelligence Service, a division of the FCC during the war, he and his colleagues devised a system of scoring foreign-tongue broadcasts on this Plus-Minus-Neutral basis. The product of this labor, if fortuitously it has been preserved, should constitute the greatest store of nonsense prose in the Archives of the United States. And it is true that Dr. Leigh confined his efforts not only to incoming foreign broadcasts, but to outgoing programs in foreign tongues. It got to the place that some foreign language station licensees, bewildered by this plus-minus routine, didn't know whether they were doing business with Dr. Leigh or Dr. Wasserman.

Mr. White's 'Poetry'

There is a certain poetry in Mr. White's lexicon which brightens the treatise. It surges to the surface in this chapter, when he states: "What does the citizen need to make him a better citizen? Let each broadcaster, in his primary role of citizen, ask that question of his conscience. But let him not ask it in the complacent atmosphere of an air conditioned office or apartment in Manhattan or Beverly Hills or Lake Forest; let him retire for one solid week to the Maine or Michigan woods and there, locked in a cabin without newspapers, magazines, or books, his only contact with the outside world a cheap four-tube portable radio, simulate the conditions under which many of his customers live, year in and year out."

Of course, this overlooks the fact

(*Continued on page 42*)

He Strikes Again

VANCOUVER'S "radio burglar" struck again last Monday, and again let CKNW in on the robbery [BROADCASTING, March 24]. This time he chose a tiny cabin outside the city and stole the life savings of its 71-year-old resident—$250. Despite the fact that the self-styled Radio Robin Hood donated the dollar for the news tip to Children's Hospital, William Rea, CKNW manager, sees nothing funny about his unofficial reporter. When the police catch up with him, Mr. Rea said, "CKNW will be glad to cover his trial."

Net Time Sales

(*Continued from page 36*)

of business derived from national spot sources has occurred in the local unlimited group not affiliated with networks, due to increased importance of rural markets.

Dispersion of the advertising dollar, with benefits to economic health and stability of the medium, is shown in an analysis of time sales and net operating income, Whereas 50 kw unlimited station took in 29.7% of net time sales in 1937, the 1945 figure was 22.3%. Regional unlimited stations scarcely changed, but local unlimited stations more than doubled, rising from 9.5% to 20.9%.

Network Ratio Drops

National networks probably obtained 45% of all radio revenues in 1931 but by 1935 the radio had dropped to 34.8% and by 1945 to 28.6%. In 1945 stations received 71.4% of all money spent directly through stations and networks for radio advertising as against 65.2% in 1935 and probably 55% in 1931.

Ratio of net operating income (before Federal taxes) to broadcast receipts during the 1937-1945 period rose faster on low-powered stations not affiliated with networks. Ratio for affiliated unlimited regionals rose from 24% to 34% during the period and for nonaffiliates of the same class from a deficit of 7.99% to 15.81%. Radio for local unlimited stations rose from 10.16% to 25.54% and for nonaffiliated stations from 6.47% to 15.85%. Ratio of net operating income to broadcast receipts for 50 kw unlimited stations decreased from 53.24% in 1937 to 37.58% in 1945, probably due to rising costs.

Analysis of station revenues by size of city shows that 50 kw unlimited stations in cities over 1,000,000 have fared best in their class, with unlimited regionals also doing well. In smaller cities the regionals did well, as did local unlimited stations. At the same time revenues of local unlimited stations in cities over 1,000,000 nearly doubled from 1937 to 1945.

Niles Trammel (right), President of NBC, presents KGW Manager H. Quenton Cox with a plaque commemorating 20 years of affiliation with NBC.

KGW . . . twenty years of affiliation with NBC

On April 5, 1927 KGW became an affiliate of NBC, beginning an association that for 20 years has provided the great KGW audience with the best in radio programs. KGW's NBC affiliation brought Portland its first network broadcasts. During the past 20 years KGW has increased in power from 2500 to 5000 watts, has twiced moved to larger quarters, and has more than doubled its personnel. KGW brought the Northwest its first Frequency Modulation station—KGW-FM. These are only a representative few of KGW's forward strides. KGW is planning even greater things for the future. Let KGW's GREAT selling power tell your story.

1922 MARCH 1947
25 TH YEAR KGW
QUARTER CENTURY OF COMMUNITY SERVICE

KGW
620 ON YOUR DIAL
AFFILIATED WITH NBC

Represented Nationally by Edward Petry and Co.

White Book

(Continued from page 40)

that there is a sprawling territory between Manhattan and Beverly Hills, inhabited principally by people—few of whom live in cabins. It overlooks, likewise, that the broadcasters who serve these people are crouching so low behind sheafs of paper-work from the FCC that they couldn't even sight a cabin if they lived in the foothills of the Blue Ridge mountains.

Mr. White's next two chapters, "Marconi's Marvel" and "Ragtime to Riches," treat eloquently the historic development of the medium. This area of the work is well done, and for the most part presents a carefully conceived compendium of broadcast lore. To the novice entering the field, it would be a good handbook.

In a succeeding chapter, "Toward Self Regulation," Mr. White views the panorama of broadcasting's growth through the years—from the day in 1922 when David Sarnoff, president of RCA, saw it essentially as a "public service" to the day 20 years later when Mark Woods, president of ABC, said: "We are selling time for one specific reason, and that is to sell goods."

Compares NAB to ANPA

Mr. White compares the NAB, in its efforts toward self-regulation, to the American Newspaper Publishers Assn., and it is evident in the manner of his comparison that this is about the most onerous allegory he can summon.

"Until the broadcasters get it through their heads that the price they would have to pay for needling politicians into abolishing the very mild form of government regulation that now exists would be public revulsion and a very much more severe form of regulation ultimately," says the author, "until they show some signs of recognizing that public apathy is not the same thing as public approval, and that sending a very pleasant lady around the country is no substitute for prying deeply into the unrealized citizen-needs as well as the surface tastes of listeners. . . . Until the NAB devises a way to write a courageous affirmative Code that cannot be nullified by advertising men or flouted with impunity by 'bad' broadcasters. . . . Codes and presidents are likely to come and go without effecting much change." (Note: "The pleasant lady" apparently is meant to be Dorothy Lewis, Coordinator of Listener Activity, NAB).

Mr. White sees as "The Light That Failed" the gradual mouldering of attempts by educational institutions to progress in radio. He excoriates universities for not taking leadership in radio's use.

In retrospect, he sees the Government as having passed through four stages in regulation of radio: The laissez-faire era; the traffic control era; the cleanup era; the trust-busting era. And he sees regulation now in the "public service era."

He holds hope for FM. And for television. He expresses a desire for more stations to provide wider selection in programming for the listener. He believes the FCC, allocation-wise, is on the right track, but must do more. He would like to see, by the evidence of his conclusions although one is puzzled after studying his premises, the growth of broadcasting as a system of free enterprise.

Mr. White riffles the pages of the Blue Book in his study. He concludes that it (as well as the celebrated Mayflower Case in the matter of editorializing on the air) contravenes the First Amendment to the Constitution. He qualifies this viewpoint somewhat:

"The author sincerely believes, after mature reflection, that the Mayflower Decision contravenes the First Amendment. He also believes that strict enforcement of the machinery for examining applicants for license outlined in the Blue Book would contravene the First Amendment." He urges Court tests in both cases.

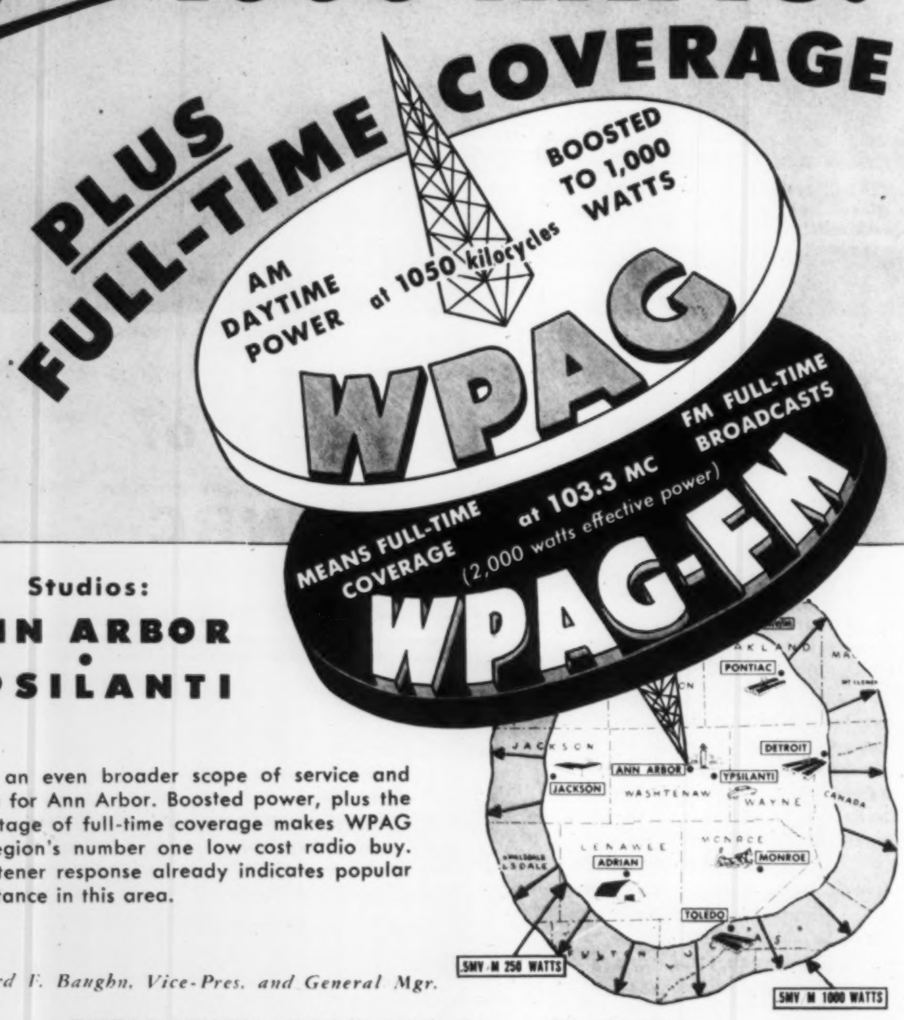
He terms as "lighthearted" the dismissal of the Blue Book by Chairman Charles R. Denny at the 1946 NAB convention when the chairman made his "red herring" speech. "If it [the Blue Book] is important enough to merit last-ditch FCC support, it is important enough to go to the Supreme Court. . . ."

And to this, Mr. White appends: "But, even if the matter of constitutionality is cleared up, there remains the question of whether any but the listeners are in a position to judge the adequacy of the program service they are receiving. The Commission's tendency, in the Blue Book, to reduce program standards 'to one rule for all' [ratio of commercial to sustaining, network to local, transcribed to live, news read off a press association teleprinter to press association dispatches with a few words changed here and there] does not seem to the author to argue for the FCC's peculiar fitness for the task; nor does the fact that seven men cannot possibly know the tastes and needs of sixty million."

It's a studious and thorough job, *The American Radio*. It is a multiplication table of facts and figures obscured in certain places by the doodles of the mathematician. Like its fellow-volumes in the trilogy—the Blue Book and *Radio's Second Chance*—it should be read by broadcasters, and by those who live by broadcasting.

It is better written than either of the others and it at least endeavors to distill a solution that will impair in no way the freedom of the people for whom all of these authors profess to be special pleaders.

Now 1000 WATTS!



Studios:

ANN ARBOR
•
YPSILANTI

● It's an even broader scope of service and selling for Ann Arbor. Boosted power, plus the advantage of full-time coverage makes WPAG this region's number one low cost radio buy. FM listener response already indicates popular acceptance in this area.

Edward F. Baughn, Vice-Pres. and General Mgr.

BURN-SMITH COMPANY, Inc., Natl. Rep.

I Hope the Guernseys Don't Milk E. B. Weiss

A Few Thoughts on the Rising Cost of Advertising

by Edgar Kobak
President, Mutual Broadcasting System

E. B. Weiss is now a cow farmer: but he recently wrote a "damnably long" letter (his words) to several hundred top advertising executives, in which he criticized the rising cost of advertising.

I agree with Weiss—in theory. But he was pretty sweeping and there are a few points which I, as a "radio station farmer," feel should be clarified. I'm going to try to do this—in the same spirit of helpfulness to the advertisers who must pay the bills.

Weiss says that "everything conspires to force the break-even point of business" still higher. How true! So business turns to advertising for the selling power needed for the volume necessary for a profit. Good! "And what," Weiss asks, "do you find? You find the buying power of the advertising dollar is hitting a new low!" Well, all I can say is that media, too, have suffered because "everything has conspired to force up *their* break-even point."

And that includes the networks. But this isn't principally what I want to develop.

The point I want to make is that there is one coast-to-coast network where the *buying power of the advertising dollar* is still high—higher, in fact than the other three webs.

Weiss next quotes a P. I. survey showing that the "great middle class" of advertisers are cutting schedules. In other words, tapering off the selling power they need to get the volume necessary for a profit. Because, says E. B., they just can't find the money; and he follows this up with the challenge "Yet the major media continue to move rates up."

I can't answer for other media, but this network I know about has, for the past two years, worked hard to keep rates down—has, in fact, reduced the rate of 83 of its stations to the tune of $1,614.00 per evening hour. So the result is that today the cost per 1000 radio homes (Full Network, evening half-hour, maximum discounts, 52 week basis) is 33.4 cents as against 31.9 cents in January 1945. An increase of only a cent and a half—and this despite a rising break-even point.

But this isn't all: since January 1945 this network has introduced the Full Network Package Plan which (a) enables the advertiser to earn maximum discounts and (b) gives him, *free*, all the new stations added to the network during the life of his advertising contract. In one not exceptional case, an advertiser received over $16,064.53 worth of station time under this plan. That, E. B., I submit is in contrast to your statement that "dominant media have no intention of lowering rates."

Weiss' next point is that advertisers are buying "purchasing power" and purchasing power has gone down. The answer, it seems to me is—concentrate your advertising in the markets where the buying power is highest. Now this network I've been talking about covers 93.5% of the buying power of the 1035 "high-buying power" counties; and 94.2% of the 750 top *drug* sales counties; and 94.5% of the 750 top *food* sales counties. Yes, the major portion (87%) of this network's coverage is concentrated where there is high buying power.

This network has strengthened its coverage substantially in the past two years—and big progress is still ahead.

Now we come to something I'm not too sure I understand—the "advertising absorptive capacity" of the public. Weiss asks: with more magazines and many more advertising pages than in 1937, have people tripled their reading of advertising? Frankly, I don't know.

But I do know that when a family is tuned to a program—that's the one they hear, commercials and all. This is as true today as it was in 1937. And as a matter of fact, there are more radio homes today than in 1937—7,331,500 more.

Which brings me to another thing: this network I've been mentioning, has over 250 stations in markets where there is only 1 station. In these markets, this network is dominant—captures *more than 50% of the listening*, day and night. I don't think Weiss can mean these listeners when he talks about the "quality of circulation" going down—down—down.

I don't think it would be fitting for me to comment on Weiss' list of 5 recommendations—like using "unorthodox and second-rate and third-rate" media. Except to say that first-rate media got to be first-rate *because they delivered*. But I do want to say a word about E. B.'s suggestion that networks might well cut out some of their expensive merchandising and promotion.

This network I keep talking about does engage in exploitation and audience promotion. It does a well-conceived and intelligent job (ask its sponsors); and not the least intelligent part of it is the way costs are controlled and kept to a minimum.

As for expensive promotion, E. B., I wish you would ask the trade paper boys just how extravagant this network is *not* —yet how thoughtfully and constructively it goes about its job. (You wouldn't have it do NO promotion at all, would you, E. B.?)

I think I've carried on damnably long, so let me close with two thoughts: (1) Weiss says in his letter "I expect to milk my cows in 1947 instead of their milking me." Well, I sincerely hope the cows don't milk E. B. Weiss; and (2) if you, as an advertiser or agency executive, want some help on keeping advertising costs down—may I suggest you get in touch with this network I've been talking about?

Oh yes, I almost forgot—the network is

MBS
Mutual Broadcasting System
★
WORLD'S LARGEST NETWORK

THE SECOND FIVE MONTHS OF WCKY I

In April 1946, WCKY inaugurated Audienc
music and news 7 days a week You
first five months. Now look at t

SECOND FIVE MONTHS F B

DAYTIME, MONDAY THRU RIDA

OCT. THRU FEB. 1946

SETS IN USE	WCKY	A	B	C	D	OTHERS
19.7	2.6	3.3	3.3	7.2	3.1	0.2

OCT. THRU FEB. 1947

SETS IN USE	WCKY	A	B	C	D	OTHERS
19.4	4.0	2.5	3.3	6.4	3.1	0.1

EVENING, MONDAY THRU RIDA

OCT. THRU FEB. 1946

SETS IN USE	WCKY	A	B	C	D	OTHERS
30.7	4.6	4.0	6.3	12.2	3.3	0.3

OCT. THRU FEB. 1947

IN USE SETS	WCKY	A	B	C	D	OTHERS
33.1	6.7	4.0	6.7	10.9	4.7	0.1

NIGHTTIME 8:00 PM TO

WCKY presents its famous mailpulling Jambore
appeal. This program has a loyal li
Nighttime Intense Listening

MAIL ON WCKY JAMBOREE PROGRAM

OCT. THRU FEB. 1946	OCT. THRU FEB. 1947
156,462 pieces	385,176 pieces

WHETHER IT'S DAYTIME, EVENING OR NIGHT,
INVEST YOUR AD DOL

WCK

The L. B.

FIFTY THOUSAND WATTS

Call Free & Peters Fo

KY INDEPENDENT BLOCK PROGRAMMING

Au ence Appealing Block Programming of
eek You have seen the story on the
look at the Hooper Study on the
THS F BLOCK PROGRAMMING

HRU RIDAY, 8:00 AM TO 6:00 PM

WCKY IS EXCEEDED IN DAYTIME AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION "C".
WCKY HAS INCREASED ITS SHARE OF THE AUDIENCE IN CINCINNATI 63% IN 1947 OVER 1946.

HRU RIDAY, 6:00 PM TO 8:00 PM

WCKY IS EXCEEDED IN EVENING AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION "C".
WCKY INCREASED ITS SHARE OF THE CINCINNATI AUDIENCE 36% IN 1947 OVER 1946.

:00 PM TO 12 MIDNIGHT

Jamboree program with rural and small town
a loyal listening audience in WCKY's
Listening Area of 13 States.

WCKY INCREASED THE MAIL PULL OF THE JAMBOREE 61% IN 1947 OVER 1946.

IGHT, WCKY IS THE BEST BUY IN CINCINNATI.
D DOLLARS WCKY's-ly!

CKY

Wilson Station

ATTS OF SELLING POWER

ers For Availabilities

Editorial

Benton Plan Threat

AMERICAN radio, and others who believe in our free institutions, cannot afford to stand by and permit Assistant Secretary of State Benton's plan for an American BBC in international broadcasting take form. Anything that smacks of the BBC-type of state-control is repugnant to the freedom concept. If the Benton plan for an "International Broadcasting Foundation" is regarded as other than a first step toward Government control of radio, then broadcasters, publishers and others in the so-called free media are deluding themselves.

The premise is scarcity of channels and need for world-wide shortwave broadcasts beamed in 25 languages. Thus the State Dept. actually would take over allocation of the shortwave bands. It would become a junior FCC and also, through the proposed Foundation, would handle the programming.

We are not at war. Government operation of private communications cannot be justified save in a national emergency. Even during the last war, Government kept its hands off, except in the shortwave field, and for psychological warfare ends.

Scarcity of shortwave channels? Certainly. And there's scarcity of standard broadcast channels, and of channels for television; indeed a scarcity prevails for what was to have been the limitless FM bands. So it's a matter of degree. If a state-operated company is indicated in the shortwave field, why not eventually in these others for domestic use?

Let the Benton elephant get his snout under the radio tent and you've given the Government-ownership proponents their greatest impetus. We don't imply that Mr. Benton has that in mind; conversely we believe he would vigorously oppose it. But history, logic and trends of the times can't be ignored.

Shortwave broadcasts should continue. Can't the Government buy time on the privately owned stations? Since private operation invariably is more efficient and less expensive than Government, the taxpayers would benefit through diversion of appropriations sought for the Foundation to a budget for purchase of time at bulk rates.

No one by temperament and training could be better qualified than Mr. Benton to administer such an undertaking. A pioneer advertising man in radio (Benton & Bowles) he has had vast experience in time-buying and could be relied upon to spend his client's money with care and effectiveness.

It was private enterprise that made American broadcasting the efficient, vibrant, living instrumentality it is. It was state-control that has rendered BBC an innocuous, political, dull-as-dish-water system, for which the listener, if he listens, shells out his pound per year as a license fee. If all the world now is our backyard, why gamble when the answer is so evident?

The Benton plan is a dangerous step backward. In 1934, the FCC was created to consolidate communications functions of the State Dept., ICC and other Governmental agencies, because communications is interstate and international commerce. To give any part of communications control back to another agency is to undo what Congress accomplished nearly 14 years ago.

Tale of Retailing

THE annual BROADCASTING *Yearbook* business index summarized in this issue, (page 13) with its revelation that radio's net totaled $325,890,000 in 1946, brings out a series of significant trends. More important, it provides a basis for thought on what has happened to radio advertising in the past and a basis for future planning.

The heart of the problem, of course, is this: How is broadcasting to increase its total business to support established outlets along with the new stations that are taking the air?

One answer is found by analyzing the 1946 figures. They show that local stations contributed most heavily to the percentage increase in time sales last year.

These stations are building their business by tapping the richest potential in the business structure—retail advertising. Armed with sales ammunition provided by such clinical evidence as the Joske retail report, stations are going after a $300,000,000 advertising fund—the difference between the $400,000,000 that retailers spend in newspapers and the $100,000,000 they spend for radio time.

On top of that fund—advertising dollars now actually in existence—is the untapped advertising potential provided by established stores that haven't learned how to use mass media, and new enterprises. Thousands of stores must be taught to advertise.

Looking over postwar business and industrial progress, the student of selling sees vast new enterprises soon to enter the American scene. With their development will arise new sales opportunities.

Then it's up to the medium to deliver—a requirement that offers no fears to those who know the sales impact of broadcasting upon 35,000,000 homes.

NEED FOR legislation to outlaw the secondary boycott couldn't be more strongly underlined than by events incident to the scheduled telephone strike April 7. NABET, independent technicians' union, which started logically enough but became enamored with its own importance, discloses a "mutual assistance pact" with telephone workers which would affect three major networks and nearly three-score stations organized by NABET. Use of such language as "mutual assistance pact" of wartime connotation, cannot camouflage the secondary boycott squeeze.

Post-Marked

ONE OF THE WORLD'S most widely quoted newspapers, and a journal which has not hesitated to hit hard at radio even though it owns WINX, published an editorial March 24 which can bring great solace to broadcasters.

The Washington Post, referring to a pioneering broadcast by NBC, MBS and ABC when those networks took microphones into a Congressional committee session, said: ". . . there are times when Congress and its committee proceedings ought to be heard. The selection of these occasions should be left, we think, to private broadcasting companies. They are as much entitled, in our judgment, to take their microphones into public sessions on the Hill as newspaper reporters are entitled to take notebooks and pencils. Radio merely broadens the range of proceedings which Americans are free to hear if they are able to go to Capitol Hill in person."

That is enlightened journalism and demonstrates an attitude toward radio which could be emulated profitably by the press of the nation. We salute *The Washington Post.*

Our Respects To—

CORNWELL JACKSON

PERIPATETIC is a meaningful word applied to Cornwell Jackson, vice president in charge of J. Walter Thompson Co.'s Hollywood office. Raised in hotels, he attended 17 grammar schools in three states before graduation from Ralph Waldo Emerson, St. Louis, the home he has mostly been away from.

Mr. Jackson is in charge of a staff of 42 persons who handle radio talent costing more than $2,000,000 annually. Shows he supervises include CBS *Lux Radio Theatre* (Lever Bros.), CBS *Ford Show* starring Dinah Shore (Ford, Mercury and Lincoln dealers), NBC *Edgar Bergen-Charlie McCarthy Show* (Standard Brands) and NBC *One Man's Family* (Standard Brands). In addition he has charge of the annual Thanksgiving and Christmas shows sponsored by Elgin National Watch Co.

Although he has adopted California, he is a native Missourian, born in St. Louis Jan. 17, 1902. For some reason his family moved around a lot and the young Jackson—"Corney" to his friends—attended 17 schools.

His first job was with a phonograph firm in Troy, Ohio, as salesman. Father Jackson had mapped out a sales career for his son, which the younger Jackson was eager to swap for a journalism degree from the U. of Missouri. When a stalemate occurred in the family, Corney Jackson struck out for the West.

Arriving in Los Angeles with $5 cash, he discovered that a trunk of books expressed to him from Ohio had arrived—with $4.99 due on them. So a job was vital. He got one, selling in the order department of a produce firm.

Shortly after his arrival his mother and brother joined him. When his mother died in 1924, Corney Jackson decided to return East. He landed in Boston—in another selling job. This time he sold furnaces.

Mr. Jackson walked over most of New England, he says, doing house-to-house canvassing for the furnace firm. No, he did not have to carry samples.

After a while he tired of the furnaces and hied himself to New York for a job as sales coordinator with Standard Home Utilities, an appliance firm. He joined the company in December 1927. By January 1929 he had become assistant to the president of the company.

But around the time of the market crash, Standard Home Utilities was liquidated, and for five months Mr. Jackson coasted. He re-

(*Continued on page 48*)

Around the clock...
the year around

Locally produced

SPOT RADIO PROGRAMS

are whetting appetites for

PETER PAUL'S CONFECTIONS!

PETER PAUL'S
ACTIVATED
CHARCOAL
GUM
FOR WHITER TEETH 5¢

PETER
MOUNDS
5¢
CHOCOLATE MOUNDS

● Most of the millions who enjoy Peter Paul's confections first heard of Mounds, Charcoal Gum and Peter Paul's Almond Joy on *locally produced* Spot Radio Programs. It's a true advertising success that started small . . . then grew and grew. Today Peter Paul's News Programs are heard on carefully selected radio stations that blanket the entire country . . . around the clock . . . the year around. Their own carefully devised testing formula has proved it pays.

Have you thoroughly considered Spot Broadcasting in the advertising plans you're making now? Do you know how economically you can buy a going program with a *pre-tested* audience on a top station? Then ask your John Blair man. *He knows.*

PETER PAUL'S
ALMOND JOY
ALMONDS Almond Joy COCONUT
10¢

SPOT
PROGRAMS
SELL
PRODUCTS

Peter Paul's advertising is handled by Platt-Forbes, Inc., New York

JOHN BLAIR
& COMPANY
REPRESENTING LEADING RADIO STATIONS

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

Respects

(Continued from page 46)

turned to the West Coast in June of 1929, and although he couldn't take dictation, he got a job as secretary to the writer and historian, Rupert Hughes. He was in the job for five years.

When Mr. Hughes was signed as m.c. of a radio program for Camel cigarettes, Mr. Jackson got his first close-up of radio.

It was also through Rupert Hughes that Mr. Jackson got to know of the Berg-Allenberg talent service firm in Beverly Hills. Eventually he joined its literary department, serving as West Coast representative for several major publishing firms.

While with Berg-Allenberg he also created a radio department dealing in the microphone careers of such men as Clark Gable, Edward Arnold and Frank Morgan.

His first break with selling came in August 1942 when he took war leave from Berg-Allenberg to become deputy chief of the Hollywood office of the OWI domestic radio bureau. When V-J Day came in August 1945, he resigned from OWI to resume his civilian career.

In September 1945 he joined J. Walter Thompson in his present capacity.

He is one of those rare California bachelors. He is president of the Los Angeles Tennis Club where he can be seen playing at least twice a week. Starting with the game at 32, he has become one of the better club players of Los Angeles. Baseball is his major spectator interest.

GOP Serenades

REPUBLICAN elephant serenaded the Democratic donkey on a political broadcast over KINY Juneau this month, the station management reports. Alvin J. Peterson, defeated in last fall's race for the post of Alaskan territorial delegate to Congress, was addressing GOP members over KINY when Announcer Don Pegues noted that Mr. Peterson was concluding his talk ahead of schedule, leaving a gap to be filled in before the next program. The announcer picked up the handiest disc and hurriedly put it on the turntable to fill out the air time. Result: the Alaska airwaves were filled with the strains of *Donkey Serenade.*

Mr. Shouse

Mr. Cosgrove

FIVE NEW DIRECTORS NAMED TO AVCO BOARD

FIVE NEW directors were named to the board and final approval was given to changing the company name to Avco Manufacturing Corp. at a meeting of The Aviation Corp.'s stockholders in Wilmington, Del., on Tuesday.

The new directors are R. C. Cosgrove, vice president in charge of sales and general manager of the Crosley Division; Carl H. Kindl, vice president in charge of manufacturing; J. H. Oppenheim, vice president in charge of the New Idea Division; James D. Shouse, president of the corporation's wholly-owned subsidiary, Crosley Broadcasting Corp.; and Harry Woodhead, president of Consolidated Vultee Aircraft Corp., an associated company.

KPET Transfer

VOLUNTARY assignment of the construction permit of KPET Lamesa, Tex., from Riley Orlan Parker, sole owner, to Lamesa Broadcasting Co., a partnership composed of Mr. Parker (51%), R. A. Woodson (25%) and K. S. Ashby (24%), is requested in an application accepted for filing last week by FCC. Purpose is to secure added assistance in construction of the new station, Mr. Parker stated in his application. All will contribute funds to partnership equal to respective interests. Mr. Parker will be reimbursed by the partnership for his initial investment in the station, given as $800 miscellaneous and $2,000 equipment down payment. Mr. Ashby is to be general manager.

MANAGEMENT

PARK G. PARKER, former vice president and general manager of Blackett-Sample-Hummert, former Chicago agency, and during war, administrator of Navy's public relations department in Washington, has joined Sun Country Broadcasting Co. of Arizona as manager of company's Tucson stations, KTSC and KTSC-FM. Mr. Parker previously was with RCA, New York, and NBC, Chicago, in an executive capacity.

WALTER P. SPEIGHT Jr., for two years general manager of WATL Atlanta, Ga., has resigned to handle construction and operation of WHOO and WHOO-FM, new Orlando Daily Newspaper Inc. station to begin operation soon at Orlando, Fla., with 10 kw day, 5 kw night on 990 kc. Mr. Speight formerly was commercial manager of WTMA Charlestown.

Mr. Speight

HARRY MAIZLISH, general manager of KFWB Hollywood, last week was in New York conferring with United Nations officials in preparation for mass rally which KFWB will sponsor at Los Angeles Shrine auditorium April 25 in commemoration of UN's second anniversary.

HARRY DAWSON, secretary of Canadian Assn. of Broadcasters, and **DOUGLAS SCOTT**, director of broadcast advertising of CBC, were in Washington and New York last week on Association business.

THOMAS LEE, president and sole stockholder of Don Lee Broadcasting System, has imported a 12-cylinder Mercedes from Germany which is to be entered in Indianapolis 500-mile race.

HAROLD BURLEY, manager of CHEX Peterborough, Ont., has been elected second vice president of newly formed Peterborough Junior Chamber of Commerce.

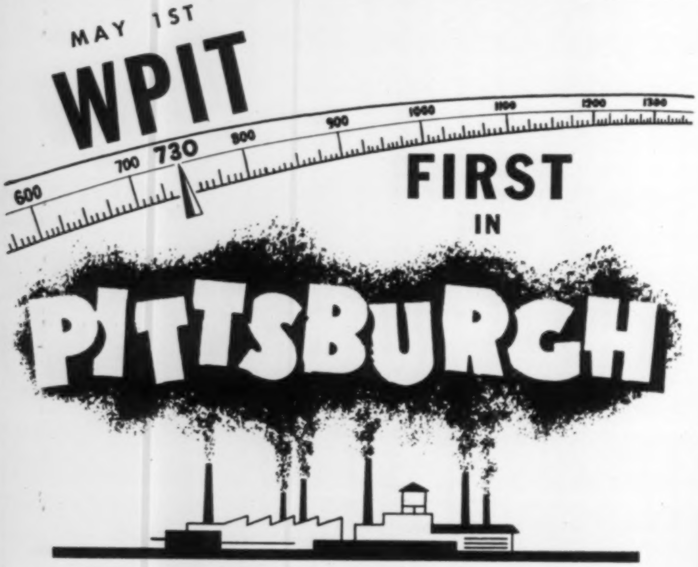
ROGER W. CLIPP, general manager of WFIL and WFIL-FM Philadelphia, has been named chairman of Special Events Committee of local 1947 Salvation Army Fund drive.

GUY CARON, assistant manager of CJBR Rimouski, Que., has been appointed acting manager, following the death of **G. A. LAVOIE** [BROADCASTING, March 24].

MARGARET RAE has been appointed manager of CJAV Port Alberni, B. C.

KEN R. DYKE, NBC vice president and director of broadcast standards and practices, and **W. W. CHAPLIN**, NBC roving reporter and president of Overseas Press Club, have been appointed to Army Advisory Committee of Greater New York.

TO EFFECT speedier deliveries, City Messenger Service, Los Angeles, began operation of two way communications on 157.41 mc during week of March 17.



at 730 on every dial

PITTSBURGH'S POWER-FULL INDEPENDENT

JOHN J. LAUX
Managing Director

THE FRIENDLY GROUP

WPIT • WSTV
WFPG • WKNY

730
WPIT
MORNING TO NIGHT

PITTSBURGH
PENNSYLVANIA
1000 WATTS

John L. Merdian, General Manager

NATIONAL REPRESENTATIVE JOSEPH H. McGILLVRA, INC., LOS ANGELES, CHICAGO, NEW YORK

On The Air

Atlanta's New WBGE

MIKE BENTON
President

MAURICE COLEMAN
General Manager

COLORADO RADIO CORP.

announces the appointment, effective April 1st, 1947, of

FREE & PETERS, INC.

As National Representatives of

KVOD

The Voice of Denver

DENVER, COLORADO

5,000 WATTS

630 KC

An affiliate of the American Broadcasting Company

Low-Cost TV Station Developed

Films and Live Programs Can Be Telecast on Du Mont Package

IN A MOVE to take television out of the million dollar class, Allen B. Du Mont Labs. last week announced the development of a new low-cost video station which it expects to market at an overall price of less than $90,000.

Essentially the Du Mont package is built around the use of image orthicon cameras for telecasting film as well as live programs, enabling the video broadcaster to set up shop without either a special film studio or a master control room. Du Mont estimates that through this novel application of the image orthicon a station's equipment costs can be cut in half for a moderate station, which would normally cost about $180,000, according to Du Mont figures, or reduced 64% for the more elaborate station costing upwards of $250,000.

Elimination of the film projection room will reduce operating costs as well as the capital investment, Herbert E. Taylor, director of transmitting equipment sales for Du Mont, said. He pointed out that "a Du Mont-equipped station in a city of approximately 100,000 population will, for the first time, find it possible to operate with only one studio, one control room and a transmitter plus antenna, with a reduction in operating cost of greater than 35%.

The new programming system calls for a translucent rear projection screen, a special prism, a special 16-mm projector operating at 30 frames per second instead of the conventional 24 frames, and standard field image orthicon cameras. To operate, the projector is mounted together with the special prism in the rear of the translucent screen, with the camera moved directly in front of the screen and focussed on the projected image. The projector-prism-screen combination either can be mounted in a portable frame or built into the wall between the main studio and the projection room.

Unusually Sensitive

Because of the image orthicon's unusual sensitivity, it can televise the projected image at normal room illumination, according to Leonard F. Cramer, Du Mont executive vice president, who said that extensive tests of government and other films available for television had found only 20% technically satisfactory for television previously while with the new system more than 80% can be used satisfactorily.

Another advantage of the new film system cited by Mr. Cramer is its ability to provide satisfactory reproduction and retransmission of "Teletranscriptions," which is Du Mont's trademarked name for films made automatically off the screen of a television receiver while a live program is being received from studio or field. Arguing that "early television networks will be built almost entirely on syndicated films," Mr. Cramer said, "Through the use of Teletranscriptions an advertiser producing his show in New York can have a recording made for syndication to television stations throughout the country or for re-showing as the receiver audience grows . . . the entire development should greatly improve the quality of television programs both technically and program-wise for the reason that an advertiser will be able to amortize the cost of his original production over a period of several years and in addition will have a permanent record of his production which can be used for promotional, sales, study and other uses."

THE MILWAUKEE JOURNAL
TELEVISION PREVIEW

VIDEO PROMOTION by WTMJ-TV at the annual Home Show in Milwaukee Auditorium included a complete display unit of the *Milwaukee Journal.* Cameras in middle of stages were focused on crowds while the images of the televised persons were shown back on receiver screens. Four television receivers and two cameras were used. In addition, six other video receivers, placed in department store exhibits at the Show, picked up from the *Journal's* central booth. The *Journal* distributed a pamphlet listing questions and answers on AM, FM and television.

FRANK BINGHAM, Hollywood announcer on CBS "Joan Davis Show," plays a similar role in MGM film, "The Hucksters."

74 Finish Technical TV Course for CBS Employes

SPECIAL technical television course given for CBS employes by New York U. under the joint auspices of CBS and the International Brotherhood of Electrical Workers, with CBS paying the costs, held its "commencement" March 25 in the CBS studio building. There were 74 graduates.

Course, started in February 1945 and completed last month, was divided into three sections, each lasting from 22 to 30 weeks. Irving F. Ritter, assistant professor of mathematics, headed the section on "Mathematics Used in Radio and Television"; Warren M. Huttle, assistant professor of electrical engineering, headed the section on "Radio Engineering," and George E. Anner, assistant professor of electrical engineering, headed the section on "Television Engineering."

Course concluded with a special series of six lectures on recent color television developments, given by CBS video department.

OVER 6 MILLION FOREIGN SPEAKING PEOPLE

You

GET THE WHOLE PICTURE WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

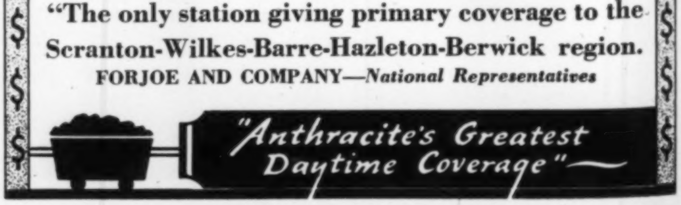
WBNX smoothly dovetails into your New York coverage:
2,350,000 Jewish speaking persons
2,103,737 Italian speaking persons
1,236,000 German speaking persons
578,000 Polish speaking persons
250,000 Spanish speaking persons
6,517,737 foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

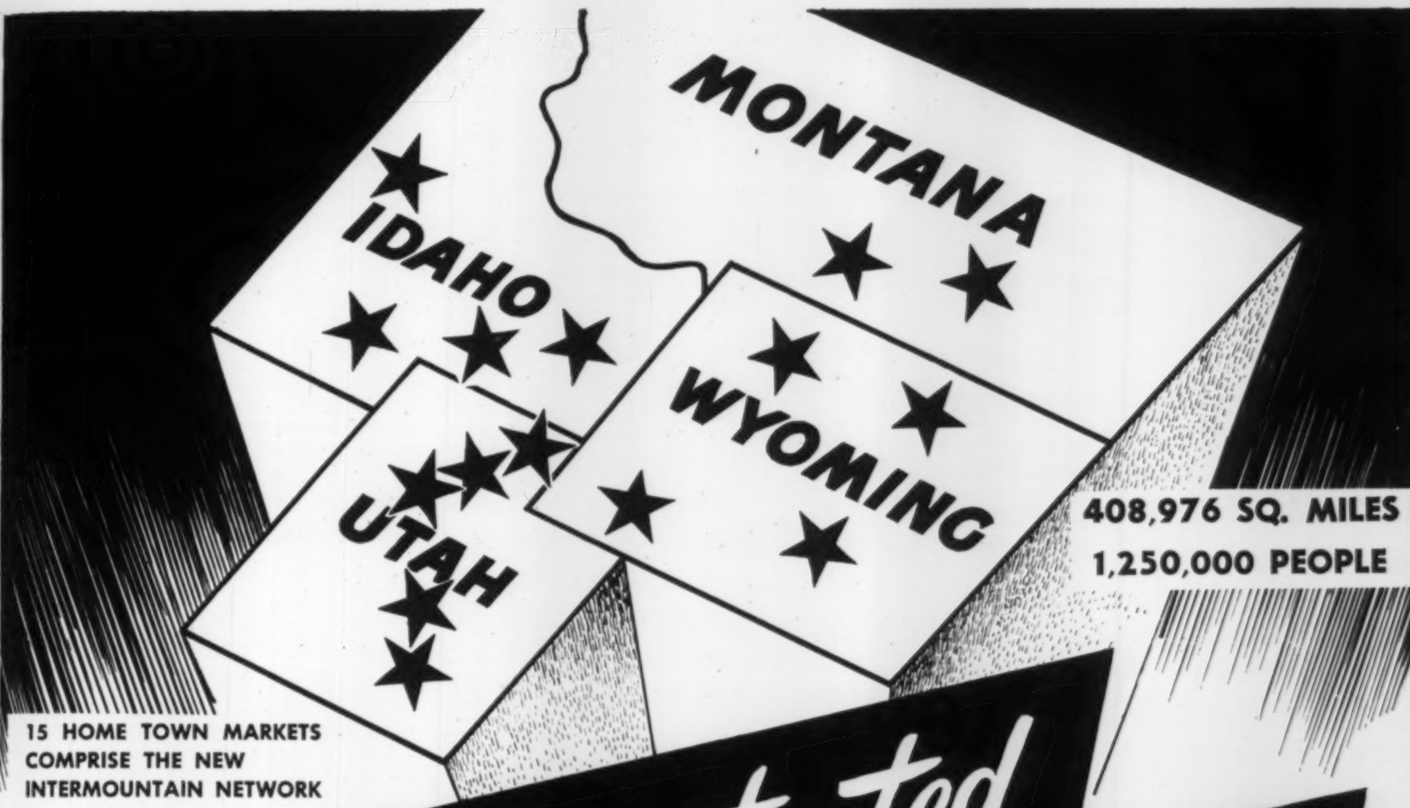
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station



WHWL Is a Must!

"The only station giving primary coverage to the Scranton-Wilkes-Barre-Hazleton-Berwick region.
FORJOE AND COMPANY—*National Representatives*

"Anthracite's Greatest Daytime Coverage"



408,976 SQ. MILES
1,250,000 PEOPLE

15 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH

KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO

KFXD, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING

KVRS, Rock Springs
KWYO, Sheridan
KDFN, Casper
KPOW, Powell

MONTANA

KBMY, Billings
KRJF, Miles City

Concentrated Coverage

where the people live!

The West is sparsely populated. Within 5% of the land area live 95% of the people in Utah, Idaho, Montana and Wyoming. Accordingly, the Intermountain Network stations are located where the people LIVE—giving you CONCENTRATED COVERAGE of 15 home town markets totaling more than a million people.

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

THE *New* INTERMOUNTAIN NETWORK

AVERY-KNODEL, Inc., National Representatives

Even here
every home has a
Purchasing Agent!

In the great metropolitan market of Washington, the P. A. (as usual) is the HOUSEWIFE—the real buyer. And her buying power is well above average when several of her household are employed by Uncle Sam or private business—and contributing to the budget she spends. Are YOU getting your share of her budget?

"The Private Lives of
Ethel and Albert"

Monday thru Friday—2:15 P.M.

Now available at the low WMAL-ABC co-operative price, "The Private Lives of Ethel and Albert" is one of radio's best daytime comedy shows . . . a humorous saga of married life that reaches Mrs. Washingtonian in her home and puts her in a pleasant and receptive mood for your sales message.

For complete information wire, write, or phone—

WMAL

5000 WATT 630 K. C.
BASIC ABC NETWORK

724 Fourteenth St. N.W.
Washington 5, D. C.

AGENCIES

ROBERT SHERMAN, former copy chief and radio director of Ruthrauff & Ryan, New York, has joined Johnson Adv., San Francisco, in similar capacity. **M. F. TARPEY,** formerly with L. C. Cole Adv., San Francisco, has joined agency as account executive. **JOHN MILLIGAN** has been named head of Johnson's merchandising department.

F. K. BEIRN, account supervisor on Whitehall Pharmacal Co., at Dancer-Fitzgerald - Sample, New York, has been appointed executive manager of agency's New York headquarters.

Mr. Beirn

EDYTHE POLSTER, former vice president of Albert Adv., New York, and previously managing editor of Standard Refrigerator Trading Manual Co., New York, has joined creative staff of J. M. Hickerson Inc., New York, on Edison Electric Institute account.

WALLACE H. GOLDSMITH II, former Havana branch manager of McCann-Erickson, New York, has joined Dorland International-Pettingell & Fenton, New York, as executive assistant to **ARTHUR F. CONNOLLY,** vice president in charge of agency's international division.

SALLY ANNE CURRIE, former copywriter at Scruggs, Vandervoort & Barney, St. Louis department store, has joined copy staff of Anderson, Davis & Platte, New York.

JUSTIN FUNKHOUSER & Assoc., Baltimore, has changed name to **JUSTIN FUNKHOUSER Adv.,** with no change in ownership or management. Agency also has opened a New York office, located at 9 East 45th St.

HELEN T. HIRST, head of media department of James Thomas Chirurg Co., New York, and **WARREN L. BUCKLEY,** vice president in charge of art, have been elected to agency's board of directors.

ADAM F. ELY & ASSOC., Buffalo, N. Y., has been elected to Affiliated Adv. Agencies Network.

BOB PENDERGAST Adv., St. Paul, has been elected to membership in American Assn. of Adv. Agencies.

EDWARD A. NICKEY, formerly with local sales department of NBC Chicago, has joined Dancer-Fitzgerald-Sample, Chicago, as assistant radio time buyer, succeeding **GEORGE A. BOLAS,** who has been appointed assistant account executive of agency.

ARTHUR F. WILSON, account executive with Erwin, Wasey & Co., New York, for 13 years, has been appointed a vice president of agency.

HERBERT S. HAUSER, former account executive at Weiss & Geller, New York, has joined Green-Brodie, New York, in same capacity.

BERGI BOE, business manager of radio department of Roy S. Durstine Inc., New York, and **ROBERT C. WOOD,** of WOR New York, were married March 3.

F. DOUGLAS WILLIAMS, former independent opinion research and previously in U. S. Army research branch, has been elected vice president in charge of research of Fred Rudge Adv., New York.

MAXINE ADAMSON has joined M. Andre' Adv., Los Angeles, as account executive.

ARCHIBALD CROSSLEY, pioneer radio researcher, April 10 will discuss "The Radio Research Controversy" before Radio Luncheon of American Marketing Assn. in New York.

ROBERT W. ORR & Assoc., New York, plans to open branch office in Beverly Hills, Calif., within next month, with **RICHARD DIGGS** in charge. Office is primarily to service recently acquired account of Selznick Releasing Organization, Hollywood, for advertising counsel for firm's "Duel in the Sun," and publicity for David O. Selznick and Vanguard Films, planning reissue of "Intermezzo."

BARBARA B. CONNER, formerly with radio departments of Young & Rubicam, and Ruthrauff & Ryan, New York, has joined Hevenor Adv., Albany, N. Y., as radio director.

LINNEA WILSON, head of J. Walter Thompson Co., timebuying department, March 24 spoke on radio advertising before advertising course of Baltimore Ad. Club.

JAMES F. EGAN, former vice president and copy supervisor of Lennen & Mitchell, New York, has joined Kastor, Farrell, Chesley and Clifford, that city, in same capacity.

W. ELMER ETHER, has resigned as treasurer of Ellington & Co., New York, effective April 1, to devote time to public accounting and tax work.

ATHERTON W. HOBLER, chairman of board of Benton & Bowles, New York, March 23 appeared as guest on CBS "Time for Reason—About Radio," Sun. 1:30-1:45. He answered questions on radio commercials.

JOE ROCKHOLD, actor, writer and producer formerly with WLS Chicago, and WLW Cincinnati, has joined Powell Adv., Detroit, as vice president in charge of radio production.

ADOLPHE WENLAND, head of Adolphe Wenland & Assoc., Los Angeles, has been elected board chairman of Encino, Calif. Community Theatre.

ROGER LOOMIS has joined Tullis Co., Los Angeles, as account executive.

ROBERT LEE, Los Angeles manager of Buchanan & Co., has resigned to become advertising and sales manager of Leo J. Meyberg Co., Los Angeles, California distributors of RCA Victor television and radio sets, household appliances.

TOM SMITH, former retail advertising manager of Philadelphia Record, has joined Aitken-Kynett Co., Philadelphia.

JOSEPH McLAUGHLIN, former political writer for Philadelphia Record, has joined LaBrum-Hanson Adv., Philadelphia.

CARL MAYE, former account executive of Henry H. Sterling Inc., Los Angeles, has joined Davis-Hood & Assoc., that city, in similar capacity.

JOHNNY COHAN, former radio director of Hillman-Shane Adv., Los Angeles, has joined Allied Adv., that city, as account executive.

STUART HEINEMANN, account executive of Allied Adv., Los Angeles, has been named production manager.

FRANK J. CARTER, former Los Angeles manager of Grant Adv., has joined Pacific National Adv., Seattle, as account executive.

MARION HARPER Jr., vice president in charge of research and director of McCann-Erickson, New York, has been elected to board of directors of Knickerbocker Federal Savings and Loan Assn., New York.

JAMES ANDREWS, former director of radio for Lenen & Mitchell, New York, and recently with Paramount Pictures, has joined Compton Adv., New York. His first assignment will be in Compton Hollywood office.

LANGDON R. LITTLEHALE, formerly with McCann-Erickson, New York, has joined Frank Kiernan & Co., New York, as an account executive.

BMB Orientation

(Continued from page 31)

base judgements with respect to the BMB research formula that the Bureau's technical research committee is currently working on a program of analytical and experimental research. The first results from a portion of this research have only recently been published, the BMB sample study evaluation study conducted by an outside, independent research organization, Alfred Politz Research.

This study was made to determine (1) whether the original BMB sample was adequate and (2) whether those who answered the BMB ballot were representative of the entire sample. Politz found that those who answered the ballot provided almost the same station audience figures as would have been obtained if all radio families had been surveyed.

Revisions Being Made

We are conducting many other analytical studies, and in addition, testing the ballot, seeing what additional questions might be asked without reducing the percentage of replies or the care and completeness with which the ballots are answered. Still other ballot tests are being made to assure the highest possible returns and to reduce follow-up costs. In short, BMB is itself trying to find the answers to many of the questions BROADCASTING asked.

These answers will assure a refined and improved Study No. 2 in 1948.

TELECASTS of Los Angeles professional baseball team will be carried by KTLA Los Angeles. Contract as yet unsigned awaiting official announcement by baseball club.

CHAMPLAIN VALLEY AREA
WCAX
BURLINGTON
VERMONT'S ONLY CBS STATION
1000 WATTS
SOON
5000
WATTS

The way rivermen gauge depth of Memphis harbor is to watch the U. S. gauge on the bluffs . . . Sales gauging is not so simple.

Time To Gauge Sales

Wouldn't it be a good idea to realign sales sights now . . . take a gauge of present and future prospects for immediate sales? We suggest Memphis as an ideal market in which to change your thinking . . . for WHHM has changed the radio . . . and marketing picture . . . of the Mid-South's largest city.

WHHM Offers

More listeners per dollar in Memphis
An audience that can't seem to stop listening
An advertising advantage that builds repeat sales

So whether you gauge sales by the cash register or by how many nice people you meet daily, use WHHM.

Represented by
FORJOE & CO.

WHHM

MEMPHIS,
TENNESSEE

THE MID-SOUTH'S 24 HOUR STATION

WOW gives you

Coverage
590 KC
5000 WATTS
(CHECK YOUR BMB)

•

Programs
NBC
AND BEST LOCALS

•

KnowHow
John J. Gillin, Jr.
President
(ASK JOHN BLAIR)

WHO COULD ASK FOR MORE?

SOON!

WWNC
ups
POWER
5000
1000

FOR ASHEVILLE AND
WESTERN NORTH CAROLINA

Now Represented by
Headley-Reed Company

SPONSORS

PURITY BAKERIES Corp., Chicago (Grennan cakes), April 2 for 15 weeks starts spot announcements on WJW WHK WKRC KRLD KSKY KGBX KSD KTHT WXYZ CKLW WHHM WDGY WTCN WMIN WCAE KQV WJAS. Firm also will use spot announcements for its Taystee bread, starting April 20 for 12 weeks, on WHKK WXYZ CKLW KBIX KWST WSOY KDRO KGBX KWTO KFDM KXYZ KCMO WIRE. Agency: Young & Rubicam, Chicago.

RAINIER BREWING Co., San Francisco (beer), in addition to heavy spot announcement schedule on California stations, April 1 starts co-sponsoring with **SIGNAL OIL Co.**, Los Angeles, all home and road baseball games of San Francisco Seals on KYA San Francisco. Other radio will be added. Agency: Buchanan & Co., San Francisco and Los Angeles.

EDAN Co., Los Angeles (mattresses), has appointed Hillman-Shane Inc., that city, to handle national advertising. Radio will be used.

GENERAL PETROLEUM Corp., Los Angeles (Tavern products), in 13 week campaign starting April 14, will use daily participation in women's programs on KNX KGO KIRO KOIN. Agency: West-Marquis Inc., Los Angeles.

BALIAN ICE CREAM Co., Los Angeles (Franilla), April 1 starts for 13 weeks, 250 transcribed announcements weekly on six Los Angeles area stations. List includes KIEV KFVD KXLA KRKD KGFJ KFAC. Agency: Tullis Co., Los Angeles.

THE AMERICAN TOBACCO CO., New York (Lucky Strike Cigarettes), has purchased six participations weekly on "This is New York, Bill Leonard Reporting" program on WCBS New York, Mon. through Sat. 9:15-10 a.m., and five participations per week on WCBS "Hits and Misses" show, Mon. through Fri. 10-10:30 a.m. Agency: Foote, Cone & Belding, New York.

WILLIAM COUGHLAN, former manager of Dayton Retail Merchants Assn., has been appointed assistant advertising manager of Igleheart Bros. Inc., Evansville, Ind., a unit of General Foods Corp.

RAYTHEON MANUFACTURING CO., Chicago (radio tubes), has appointed Beaumont & Hohman Inc., Chicago to handle national advertising for its broadcast communications division.

CORN PRODUCTS REFINING CO., New York, has appointed McCann-Erickson, New York, to handle advertising of Argo starch, Mazola salad oils, Karo syrup, Kre-Mel prepared desserts and Maizena Duryea in Latin American countries, Hawaii and Philippine Islands. Programs will be used in Hawaii and Peru, while spot campaigns are planned in half dozen Latin American countries and Philippine Islands.

NASTRIX WATCH CO., New York, has appointed Cole & Chason Adv. New York, to handle advertising. Spot campaign in New York metropolitan area will begin next fall.

LOS ANGELES BASEBALL CLUB of Pacific Coast League, Los Angeles, (professional), Mar. 27 started for 26 weeks, 45 spot announcements weekly on KMPC KFWB KLAC KXLA KFAC KIEV. Agency: Allied Adv., Los Angeles.

SAMUEL B. McKEE STUDIO of Modern Piano Playing, Hollywood (piano by ear), has appointed Atherton & Co., that city, to handle regional advertising. Radio will continue to be used, with expansion plans being made.

MODE O'DAY Corp., Los Angeles, has appointed Glasser-Gailey & Co., that city, to handle advertising. Radio to be used.

CLARK J. BUSWELL, former assistant manager of Grocery Products Sales Division, Seaboard Region of Pillsbury Mills, New York, has been appointed sales manager of New York region for Prepared Mix Division of firm. **JOHN G. JONES**, formerly in Corn Products Sales Division of Anheuser Busch, New York, has been appointed advertising and sales promotion manager of Pillsbury's Bulk Prepared Mix Division in New York.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), June 2 for 52 weeks starts sponsorship of six quarter-hour segments of Martin Block program on KFWB Hollywood, Mon. through Sat., 10 a.m.-1 p.m. Agency: Newell-Emmett Co., New York.

JOHN MORRELL & Co., Ottumwa, Iowa (Red Heart dog food), March 10 for four weeks started chain break announcements in 18 metropolitan markets. Agency: Henri Hurst & McDonald, Chicago.

HELEN DEMUTH, formerly with Pacific Coast Adv., San Francisco, has joined media department of Tide Water Associated Oil Co., that city (petroleum products).

PROCTER & GAMBLE of Canada, Toronto (Dreft), has started spot announcement campaign on number of Canadian stations. Agency: Dancer-Fitzgerald-Sample, Toronto.

Toni to Sponsor

THE TONI CO., St. Paul, effective March 31 for 52 weeks, begins sponsorship of the final quarter-hour of *Ladies Be Seated* on ABC, Mon., Wed., Fri., 3:15-3:30 p. m. The program, which is heard Mon.-Fri., 3-3:30 p. m., is sponsored five times weekly, 3-3:15 p. m., by the Quaker Oats Co. Agency for Toni is Foote, Cone & Belding, New York.

Advisory Council Group Begins Work

Kobak Unable to Reveal Nature Of Talks at First Meeting

THE ORGANIZATIONAL committee appointed by industry leaders to formulate a plan for a broadcasters' advisory council [BROADCASTING, March 10] last week began deliberations which Chairman Edgar Kobak, MBS president, estimated would take a month to complete.

Mr. Kobak reported that only about half of the committee members were present at the first meeting and that the discussion had been "general." He said he did not know when the next meeting would be held, but he thought the committee would complete its work within a month.

The nature of the discussion at the committee's first meeting was a closely guarded secret. It was understood that committee members had protested that "too much publicity," much of it of a sensational turn—had been given to the formation of the council already. Until the committee's recommendations are completed, the members felt it would be inadvisable to discuss their work publicly.

BING CROSBY is "tentatively" scheduled to make two transcriptions during visit to ABC Chicago, network has announced. He will arrive April 8 to transcribe his Philco program with The Quiz Kids as guests, and later make second transcription with Hank Greenberg.

NETWORK ACCOUNTS

Renewal Accounts

BELL TELEPHONE SYSTEM, New York, Apr. 21 renews for 52 weeks "The Telephone Hour" on NBC, Mon. 9-9:30 p.m. Agency: N. W. Ayer & Son, N. Y.

Network Changes

GENERAL MOTORS Corp., Dayton, Ohio (Frigidaire Division), April 4 switches "Hollywood Star Time" on CBS, Sat. 8-8:30 p.m., to Thur. 10:30-11 p.m. Agency: Foote, Cone & Belding, New York.

McCOLL-FRONTENAC OIL Co., Montreal (oil and gasoline), March 30 replaced Eddie Bracken show on 33 Dominion network stations, Sun. 9:30-10 p.m., with Tony Martin show. Agency: Ronalds Adv., Montreal.

OUR EDITORIAL PROJECTS FOR 1947

1. *Improved financing for schools.*
2. *Development improved water supply.*
3. *Support for youth recreational center.*
4. *Establishment of city planning commission.*
5. *Improved program of public health.*

KFXJ

Serving Public Interest
in
Colorado for 21 Years
GRAND JUNCTION
920 KC 1000 WATTS

ALLIED ARTS

GERALD LIGHT, former head of technical publications and service manager of Emerson Radio and Phonograph Corp., New York, and previously with advertising department of General Electric, Schenectady, has been appointed assistant director of sales and advertising of Emerson Radio.

ROBERT COLLYER, Army veteran, has been appointed director of television activities of Television-Radio Enterprises, New York. Prior to joining Army, Mr. Collyer produced series of television shows at CBS.

J. J. ROBBINS, who recently sold his interests in Robbins Music Corp., Leo Feist Inc., and Miller Music Inc., all of New York, has established Consolidated Music Publishers, New York, corporation of three personally-owned publishing houses, J. J. Robbins & Sons, Hamilton S. Gordon Inc. and John Franklin Co. Firms will operate individually under Consolidated name.

JACK HALEY, Hollywood comedian, and **GENE LESTER**, photographer, are setting up firm to provide television commercials and spot announcements.

DON WEEKES, formerly on publicity staff of WJR Detroit, has joined Hal Styles School of Radio, Hollywood, as instructor in advertising and news.

PAUL K. FLASKAMP, formerly with Montgomery Ward & Co. and Precision Scientific Co., Chicago, has joined Confectioners' Assn., that city as publicity assistant of Council on Candy, succeeding **DUNCAN CAMPBELL**, resigned.

RALPH ALARCON, assistant manager of export division of Columbia Records, Bridgeport, Conn., has been appointed export manager of firm. He has been with company and its predecessors for 20 years.

KENNETH B. SHAFFER, former renewal sales field representative in Cincinnati for RCA, has transferred to RCA's Harrison, N. J. headquarters to supervise sale of parts to tube and parts distributors.

COLUMBIA RECORDING Corp., Bridgeport, Conn., and New York, has changed firm name to **COLUMBIA RECORDS Inc.**

HOWARD BROWNING, formerly with Philadelphia Record and previously publicity director of WPB in Philadelphia, has opened own research and public relations office at 1700 Walnut St., Philadelphia.

ALLIED RADIO Corp., Chicago, has announced publication of new 1947 164-page catalog, covering radio and electronic products.

Donahue & Coe Is Agency For Tuberculosis Drive

DONAHUE & COE, New York, will serve as volunteer agency on the Advertising Council's "Fight Tuberculosis" campaign, the Council announced last week. Jeremy Gury, Donahue & Coe account executive, will represent the agency on the campaign. Working with him will be William Schneider, vice president and art director of the agency, and Howard Newton of the agency. Douglas W. Coutlee, director of advertising, Merck & Co., will supervise the campaign as the Council's volunteer coordinator and Hector Perrier, assisted by Judy Kwis, is the Council's staff executive.

The campaign will be conducted in cooperation with the National Tuberculosis Assn., the U. S. Public Health Service and the Office of Government Reports, and will be launched after a nation-wide research has been made into all phases of the problem. It is expected that radio will be used extensively.

ON THE BALL!

Yes, the Holy Cross Basketball Team was definitely "on the ball" this season. Worcester people followed its progress through the games played right in their own city—in Boston—and finally at the NCAA Tournament in Madison Square Garden. WNEB was "on the ball" too, broadcasting the games right through the season—locally, from Boston and from New York.

In Worcester, these games are pretty important. That's why they're a part of WNEB's programming—and that's why Worcester people are listening to WNEB—the only local station in a 3-network city.

Need we point out that it's one good reason why *WNEB has the 2nd largest share of audience* for total rated time periods in the January-February Hooper index? In 6 weeks, WNEB attained 2nd place . . . in 10 weeks, it was more firmly entrenched—and gaining all the way. WNEB's low rates make it a buy smart advertisers should know about. Why not ask our representatives for facts and figures?

●

WNEB

WORCESTER MASSACHUSETTS

NEW ENGLAND'S THIRD LARGEST CITY

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

WRRF

IN THE HEART OF
THE BRIGHT LEAF
TOBACCO BELT

NOW 5000
WATTS

930 KC
5000 WATTS

ABC NETWORK

A radio station is only as good as the market in which it is located. WRRF is located in Washington, North Carolina, in heart of Eastern North Carolina's Bright Leaf Tobacco Belt. This region is recognized as one of the most fertile and wealthy agricultural regions in the nation.

It is a market of 600,000 persons with a better than average per capita income that increase year after year. WRRF reaches this "as good as gold" market through 67,000 radio homes. These listeners depend upon WRRF for national programming over the ABC Network. Local advertisers in Eastern North Carolina have long realized that they get the best returns from their advertising dollars when they are used on WRRF.

Write us today for complete information on the wealthy Eastern North Carolina Market.

FORJOE & CO.
National Radio Representatives
NEW YORK . CHICAGO
LOS ANGELES

★

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina

PROMOTION

LEROY EDWIN STRUBLE, of promotion-publicity department of KOY Phoenix, has been named director of promotion and publicity, filling vacancy created by resignation of **DICK CANADAY** more than eight months ago.

YVVONNE ROBERTS, of continuity department of WIZE Springfield, Ohio, has transferred to station's promotion department.

IVOR KENWAY, ABC director of advertising and promotion, March 25 discussed radio promotion in address to Pittsburgh Radio & Television Club. He also visited ABC stations in Toledo, Detroit and Chicago, returning to New York March 31.

LOU BROTT, publicity director of WOL Washington, has been chosen "Man-of-the-Month" by Washington Junior Board of Commerce, for work in summer daylight saving campaign.

'Operation Handbill'

ANNOUNCING opening of KCBC, new 1390-kc 1 kw station in Des Moines [BROADCASTING, March 10], station staged "Operation Handbill" during week of March 17-22. One hundred thousand bulletins were dropped on the city from four planes. Prize certificates retrieved from bulletins brought several hundred people into KCBC studios.

WBID Party

MORE than 150 radio dealers and distributors from New Haven, Hartford and Bridgeport, March 23 were guests at cocktail party held in studios of WBIB, new FM station in New Haven. Party was given as pre-formal opening of station March 24 [BROADCASTING, March 24]. Guests were taken on tour of studio and observed display of transmitting and recording equipment.

Fashion Show

SPRING fashion show was staged March 14 in local theatre of Butte, Mont., by KXLF that city, in cooperation with city apparel stores. One and a half hour fashion show was followed by showing of movies including short comedy cartoon on radio broadcasting. Tickets were complimentary, available only at KXLF apparel store advertisers. Station plans to make fashion shows annual spring and fall events.

News Bulletin

NOON NEWS bulletin headed "World News in a Nut Shell" is distributed daily during noon meal at Officers Club of Davis Monthan Air Field, Tucson, Ariz., by KTUC that city. Bulletin form is printed on blue background with news items mimeographed on white scroll in center. KTUC sends news to club each morning and club officials handle mimeographing and distribution.

WMCA Featured

DRAMATIC series "One World or None," aired on WMCA New York, Fri. 9:30 p.m., was featured in article titled "In One Ear" in March 22 issue of The Nation Magazine Full page article presented history of station's development of "One World" series and review of some of most outstanding programs. Information also was given on costs of securing scripts or transcriptions of broadcasts.

WMAZ-FM News Letter

NEWS LETTER containing items on FM broadcasting is being distributed by WMAZ-FM Macon, Ga. Letter is headed "WMAZ-FM is now 3,000 watts," and gives facts on station's activities along with news of general interest on FM broadcasting. Program schedule for March 23-April 5 is attached to news letter.

'Sunrise Show'

TWO-COLOR promotion piece featuring "Sunrise Scap Book" program on KLX, Oakland, Calif., Mon. through Fri. 7:05-9 a.m., is being mailed to the trade by KLX. Colorful drawing on cover presents rising sun and states "There's something besides the SUN that makes things brighter in the early morning . . ." Attached note gives information to prospective sponsors on buying time on "Sunrise" show.

WTOP Brochure

PICTORIAL brochure featuring Eddie Gallaher, announcer at WTOP Washington, is latest promotion, piece being distributed by the station. Cover presents cartoon drawing of five piece band with Mr. Gallaher playing each instrument, and is headed "Our Mr. Gallaher gets around." Review of WTOP shows conducted by Mr. Gallaher is given on inside pages, with pictures illustrating each show.

'Eleventh Hour'

NEWS and sports show titled "The Eleventh Hour News and Sports," heard on KSTP Minneapolis-St. Paul, is featured on cover of station's March 15-31 program schedule. Copy of cover states that "When the clock strikes the eleventh hour in KSTP's Studio C, there's a sales-winning team ready to go to bat for you. . . ," and emphasizes sales effectiveness of "Eleventh Hour" broadcast.

Nielsen Folder

REPRODUCTION of current advertisement for A. C. Nielsen Co., New York, appearing in national trade journals, is being distributed by company in folder form. Folder is headed "Look! There's a diamond at your feet . . . . ," and gives outline of effectiveness of Nielsen Radio Index cumulative-commercial audience reports.

CFOR Schedule

MIMEOGRAPHED program schedule of CFOR Orillia, Ont., now lists on first page, highlights of week's programs, under headings of news, participation programs, children's programs, fun shows and folk music programs. Entire schedule for week is given in usual manner.

KVFD Poll

POLL of Fort Dodge, Iowa citizens on opinions of installation of parking meters has been completed by KVFD that city. Six months ago city installed 400 meters on trial basis, experiment ending March 27. KVFD conducted poll as public service and broadcast results few days before trial period ended.

WFAS Survey

RESULT of survey taken by power companies of White Plains, N. Y., on question, "Do You Listen to Station WFAS?" is presented on promotion sheet being distributed by WFAS White Plains. Sheet states that 19,469 persons were covered in survey, and 40.6% answered "yes" to above question.

WSM Schedule

REPRODUCTION of letter from Robert Kahn, of Robert Kahn & Assoc., Chicago, is featured on cover of new program schedule issued by WSM Nashville. Letter praises station as "tops on our list for results and for cooperation . . ." in the account of Weatherhouse on WSM, placed through Kahn agency. Program schedule is done in three colors.

Time Buyers' Booklet

FIRST OF SERIES of booklets titled "What Time Buyers Want To Know" has been distributed to stations throughout Canada by William Wright, station representative, Toronto. Booklet is designed to reflect thinking of those who purchase radio time in Canada. First booklet is by Ray Avery, vice-president and radio director of Ronalds Adv. Toronto.

WBIG Weekly

PROGRAM schedule for WBIG Greensboro, N. C., is issued weekly in form of news bulletin, titled "Everything." Front and back pages of four-page bulletin are devoted to radio news and personalities, with week's program schedule presented on inside pages.

Bradford Becomes U. S. C. of C.'s Executive Vp

RALPH BRADFORD, named executive vice-president of U. S. Chamber of Commerce March 24, will expand his activities in the fields of broad policy and public relations. Mr. Bradford had been general manager of the Chamber since 1942 after steady advancement from his first post as assistant departmental manager in 1929.

The title of manager now goes to Arch Booth, for the past four years assistant to Mr. Bradford. Mr. Booth will be in complete charge of the management and operations of the Chamber internally and in the field.

Mr. Bradford's elevation was made upon recommendation of the president and executive committee. His new title is regarded as being more nearly commensurable with his executive responsibilities and the over-all public relations and policy character of his work.

Cherry Blossom Promoter

LEO J. PAULIN, president of Leo J. Paulin & Assoc. Inc., independent Washington radio producers, has been named publicity chairman for the Capital's 1947 Cherry Blossom Festival. The appointment was made by the District of Columbia board of commissioners. The festival is being held this year for the first time since 1941 and is tentatively scheduled for the week-end of April 12-13.

NBC
AFFILIATE
FOR BAKERSFIELD
KERO
ask Avery-Knodel
RODMAN RADIO STATION - KERO · BAKERSFIELD, CALIF.

BEST COVERAGE IN CANADA'S BEST MARKET

Ontario has 40.9% of Canada's retail sales

CFRB's share of the Ontario radio audience

	Daytime	*Night-time*
BBM Report 1944	**491,004**	**515,683**
BBM Report 1946	**496,400**	**536,820**

And Still Growing!

Since beginning operation in 1926, CFRB's share of the Ontario radio audience has increased steadily. Today, this station reaches an even greater number of radio homes than ever before. These latest figures published by the Bureau of Broadcast Measurement prove this conclusively . . . prove that CFRB delivers more listeners than any other Toronto station.

This factual evidence of growing coverage is your guarantee that CFRB offers the best radio advertising buy in this area . . . Canada's richest market . . . reaching the highest percentage of Ontario radio homes. And this record is one the station is pledged to maintain. Watch its progress in the next twenty years!

CFRB **ONTARIO'S FAVOURITE RADIO STATION!**

TORONTO

KSO
DES MOINES

The Best Buy in
Central Iowa

CBS

A
Promotion-minded
Station

Backing Your Program
with

- Car Cards
- Direct Mail
- Movie Trailers
- Displays
- Magazines
- Newspapers
- On the Air Promotion

Response Rated Shows
Are Exclusive
On KSO

KSO
5000 WATTS-BASIC CBS
MURPHY BROADCASTING COMPANY

Kingsley H. Murphy
PRESIDENT

George J. Higgins
GENERAL MANAGER

Headley-Reed Co.
NATIONAL REPRESENTATIVES

PRODUCTION

WILLIAM S. NEWKIRK, former program director of KEYS Corpus Christi, Tex., and KPAC Port Arthur, has been named program director of KATL, new 1,000 w 1590 kc station to begin operation April 8 in Houston, Tex.

BOB STANLEY, former announcer on various New York and California stations, has joined KDB Santa Barbara, in similar capacity.

ABE BURROWS, recently resigned as head writer of CBS "Dinah Shore Show," has joined CBS "Joan Davis Show" in similar capacity.

RUSS YOUNG, director of "The Adventurers' Club" on CBS, has been appointed permanent director of five-minute Sunday afternoon ABC show, "Is It Fact . . . Or Fiction?" (Wings Cigarettes). Mr. Young replaces **PHIL BOWMAN** who is moving to Hollywood. Agency is Russel M. Seeds Co., Chicago.

JACK LOWE has joined KFVD Los Angeles, as record m.c.

EUGENE JELESNIK, musical director of KDYL Salt Lake City, has been awarded Civilian Service Emblem, authorized by War Dept., for his "splendid record of service with the USO Camp Shows."

EDWARD WOJTAL has been appointed chief sound technician of WBBM Chicago, replacing **URBAN JOHNSON**, who resigned to specialize in commercial recordings.

JOHN REED KING, m.c. of CBS "Give and Take" program and television audience participation shows, March 21 addressed production seminar classes of Television Workshop, New York, on "The Successful M.C. on Television."

ARCHIE MacCORKINDALE, drama producer of CBC, Winnipeg, is on trip to eastern Canada and U. S. visiting production centers of CBC at Montreal and Toronto, and NBC at Chicago.

BOB BRAZIL, former announcer of CKOC Ottawa, has joined announcing staff of CBH Halifax.

BILL OLIVER, former announcer of KMOX St. Louis and WMBD Peoria, Ill., April 6 joins announcing staff of WGN Chicago.

BILL BAILEY, formerly with WING Dayton, WIRE Indianapolis, and WKBV Richmond, Ind., and **DEAN E. WALKER**, formerly with WLBC Muncie, Ind., have joined announcing staff of WOWO Fort Wayne.

JOHN CLEGHORN, program director of WMC Memphis, March 26 addressed meeting of Associated Transportation Clubs of Memphis, speaking on "Advantages of FM Broadcasting."

BILL O'CONNER, former staff announcer of WAAF Chicago, has joined WGN Chicago, in similar capacity.

CARLTON FREDERICKS, heard on WHN New York "Living Should be Fun" program, is the father of a girl.

ANDY SCOTT has joined announcing staff of KXLA Pasadena.

NORMAN MORRELL has replaced **ED CASHMAN** as producer of CBS "Hoagy Carmichael Show" (Ludens). Mr. Cashman resigned to head Hollywood office of Kudner agency [BROADCASTING, March 3]. **JIM BLOODWORTH** also has been added as writer with Mr. Carmichael.

HARRY BURGE, formerly of WGN Chicago, has joined announcing staff of WBBM that city.

STAN RONALD, sports director at WCBT Roanoke Rapids, N. C., has been named chief announcer. **DOUGLAS AMES** and **KEN JOHNSON** have joined WCBT announcing staff.

REG MERRIDEW, chief announcer at WGAR Cleveland, is on two week gunnery practice cruise to Puerto Rico, aboard Cruiser Macon. He is covering cruise by wire recorder.

BILL BERNS, formerly on General MacArthur's radio staff, and recently returned from jeep tour of U. S. to gather material on veterans for MBS "Opportunity U. S. A." series, has been named m.c. of WOR New York all-night record show. He replaces **BARRY GRAY**, who is now heard on WOR record program, Sat. 3-5 p.m.

MAURIE WEBSTER, assistant production manager of KNX Los Angeles, March 20 addressed Los Angeles Business and Professional Women's Club on "How a Radio Show Is Built," including discussion on job opportunities in radio field.

DR. PAUL GRIBBEN, news editor and commentator at KTAR Phoenix, and Arizona Broadcasting System for four years, has joined program department of Sun Country Broadcasting Co., Phoenix.

COLIN HANNAH, RCAF veteran, has joined announcing staff of CJQB Belleville, Ont.

ANDY THOMPSON, formerly of CKRC Winnipeg, and **JOHN RUSSELL**, formerly of CJOB Winnipeg, have joined announcing staff of CJOC Lethbridge, Alta.

KGFJ Hollywood says it is finding homes for three of every five veterans interviewed on its weekly 15-minute house hunting program jointly sponsored by Los Angeles AWVS. L. to r: Eddie Albright, KGFJ program director and m.c. of show; Dale Van Gundy Jr., who is being interviewed; Thelma Kirchner, station manager.

RAY HACKETT, staff orchestra leader of KQW San Francisco, is the father of a boy, Raymond Abbay.

HERB ALLEN, announcer on "The Casebook of Gregory Hood" on MBS, is the father of twin girls, Bette and Barbara.

WARREN HEADRICK, sound engineer of ABC Hollywood, and **PEGGY ALLISON**, formerly with special services department of J. Walter Thompson Co., Hollywood, are to be married April 2.

ROY HANSEN, announcer of WDRC Hartford, Conn., and Mary Lou Cambell have been married.

JACK BARTON, formerly with WTOC Savannah, Ga., has joined announcing staff of WPDQ Jacksonville, Fla.

PAUL W. KEYES, writer-producer of Yankee Network, has been appointed by New England Committee on Radio in Education to act as resource expert at Boston U., Radio in Education Workshop.

SUSANNE OSWALT has joined continuity department of WIZE Springfield, Ohio. **JACK McENANIE** has joined station's announcing staff.

EUGENE PERKINS, veteran of AFRS and formerly with KIDO Boise, Idaho, has rejoined KIDO announcing staff.

VERN McGAHAN has been named program director of KOH Reno, Nev.

ALAN HANDLEY, former producer on NBC production staff, has been appointed production supervisor for Tex McCrary and Jinx Falkenburg and will supervise material and guests to be used on "Hi Jinx" program on WNBC New York.

GLADYS TOMAJAN, of music production department of WTAG Worcester, Mass., has been named head of station's music department, with title of supervisor of music.

JAMES KLEIN, associate night manager of WHN New York, and Bunny Brown are to be married in June.

HARVEY MARLOWE, ABC executive television producer, and Helen Reagan were married March 20.

MACK EDWARDS, former assistant program director of WSBA York, Pa., has joined promotion-production staff of WLAN Lancaster, Pa.

DON McNEILL, m.c. of ABC "Breakfast Club," has been appointed to radio committee of Veterans Hospital Programs, New York.

RUTH WELLES, womans' counsellor of KYW Philadelphia, has been named director of Speakers Bureau for annual fund drive of Salvation Army in Philadelphia. Her duties include arranging spot announcements.

NEAL HARVEY, announcer at WFIL-FM Philadelphia, is the father of a boy, Joel Samuel.

FRANK HARDIN, formerly of WGST Atlanta, has joined announcing staff of KLZ Denver, handling news and variety program announcing assignments.

ARY R. MOLL, head of NBC international production dept., is the father of a girl, Mary Ann.

REY BLANCO, former featured vocalist of Dick Jurgens' band, and **PAUL ARNOLD** have joined music staff of WBBM Chicago.

JOAN DAVIS, star of her own CBS show, has been named chairman of Radio Artists Committee of American Cancer Society.

PAULINE BALDRIDGE has joined KCOR San Antonio as m.c. of women's program.

KQV to 5 kw

KQV Pittsburgh (Allegheny Broadcasting Corp.), now operating with 1 kw, is scheduled to become a 5-kw outlet April 13. New equipment, including everything from studios to 350-ft. towers, has been installed, the KQV management announces. The station, which is on 1410 kc, plans to increase its rates slightly when the power increase becomes effective. Weed & Co. is KQV's representative.

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Romance of Helen Trent
Rose of My Dreams
Stella Dallas
Strange Romance of Evelyn Winters
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"KATIE'S DAUGHTER" will be heard over NBC Mondays thru Fridays
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ACTIONS OF THE FCC

MARCH 21 TO MARCH 27

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

March 21 Decisions . . .

BY THE COMMISSION

Transfer of Control

KSTP St. Paul—Granted transfer of control from Helen B. Shields, Frank J. Anderson and The First Trust Co. of St. Paul, trustees; and Florence E. Brown and C. R. Bachman, trustees; and Florence E. Brown, guardian (transferors) to Stanley E. Hubbard. Denied application for transfer to I. A. O'Shaughnessy et al and Thomas Hamm Brewing Co. Action taken March 20.

License Extension

Adopted order extending licenses of all international broadcast stations to June 30 or first day in which their operations are not controlled by State Dept. Office of International Information and Cultural Affairs or other Government agency, whichever date is earlier. Order is without prejudice to licensees' filing for own programming of up to 25% of stations' time, as provided by law.

Frequency Allocation

Adopted frequency service-allocation to non-Government fixed and mobile services in 152-162 mc and 30-40 mc bands (Docket 6651). Details FCC Public Notices 3544 and 3529.

BY COMMISSION EN BANC

Petition Granted

West Central Bcstg. Co., Peoria, Ill.—Granted petition for additional FM frequencies at Peoria, and added channels 238 and 246 to Peoria general area; authorized conditional grant of Class B FM station to West Central Bcstg. Co., and cancelled oral argument scheduled for March 21 on Peoria FM applications.

Petition Denied

WDEL Wilmington, Del.—Denied petition requesting reconsideration of Commission's action in designating for hearing its FM application and for granting of same without hearing.

AM—1210 kc

Anson Radio and Bcstg. Co., Wadesboro, N. C.—Granted CP new AM station 1210 kc 1 kw D; engineering conditions.

AM—920 kc

Paso Bcstg. Co., El Paso, Tex.—Granted CP new AM station 920 kc 1 kw D; engineering conditions.

Assignment of License

WHAS Louisville, Ky.—Granted assignment of license from Courier Journal and Louisville Times Co to WHAS Inc., new corporation wholly owned by assignor

Petition Granted

KYA San Francisco—Granted petition requesting severance of hearing record in re its application and applications of KROY and San Mateo Bcstrs., from hearing record in re C. Thomas Patton and Pittsburg Bcstg. Co.; record ordered closed.

AM—740 kc

Jose E. del Valle, Santurce, P. R.—Adopted order granting petition to remove from hearing docket and grant application for new station 740 kc 10 kw unl. DA, subject to condition that applicant file application for mod. of CP specifying ant. design which reduces radiation in direction of CMJN Camaguey, Cuba, to 300 mv/m in horizontal plane from equivalent .311 ant.

License Renewal

KCMJ Palm Springs, Calif.—Granted renewal of license for period ending Feb. 1, 1950.

WGBF Evansville, Ind.—Granted renewal of license for period ending Nov. 1, 1948.

SSA Denied

WJMR New Orleans, La.—Denied application for special service authorization to operate on 990 kc at night for period of 90 days.

Petition Denied

Radio Americas Corp., San Juan, P. R.—Denied petition for review of action of presiding officer of motions docket on Feb. 28, granting petition of Antilles Bcstg. System Inc. for leave to file brief in support of its application for CP; affirmed said action of motions officer.

Application Dismissed

Biloxi Bcstg. Assn., Biloxi, Miss.—Adopted order dismising application for new station, without prejudice to refiling after decision has been rendered with respect to application of Gulf Bcstg. Co. Inc., heard in consolidated proceeding, or after said application has otherwise been disposed of.

Pacific States Radio Engineering, Pittsburg, Calif.—Adopted order dismissing application for new station, without prejudice to refiling after decision has been rendered with respect to application of Golden Gate Bcstg. Corp., heard in consolidated proceeding, or after said application has otherwise been disposed of.

License Renewal

RadiOhio Inc., Columbus, Ohio—Granted renewal of license for period ending March 1, 1948, for W8XUM-FAX.

Courier-Journal and Louisville Times Co., Louisville, Ky.—Same for W9XWT-FAX.

United Bcstg. Co., Cleveland—Granted renewal of developmental broadcast license of W8XUB for period ending May 1, 1948.

Designated for Hearing

John F. Kramer, Cambridge, Md.—Designated for hearing application for new station 1430 kc 1 kw D; in consolidated proceeding with application of The Capital Bcstg. Co., Annapolis.

Sayre Printing Co., Sayre, Pa.—Designated for hearing application for new station 1340 kc 250 w unl.; and ordered that WMBO Auburn, N. Y., be made party to proceeding.

Community Bcstg. Co., Fort Worth, Tex.—Designated for hearing application for new station 1490 kc 250 w unl.; and ordered that KVWC Vernon, KPLT Paris and KGKB Tyler, Tex., be made parties to proceeding.

Ellis County Bcstg. Co., Waxahachie and Texas Star Bcstg. Co., Dallas, Tex.—Designated for hearing in consolidated proceeding application of Ellis County Bcstg. Co. 730 kc 250 w D; with application of Texas Star Bcstg. Co. 740 kc 10 kw unl. DA.

Williamsport Bcstg. Corp. and Cumberland Pub. Co., Pikesville, Ky.—Designated for hearing in consolidated proceeding application requesting 1240 kc 250 w unl.

Radio Bcstg. Corp., LaSalle-Peru, Ill.; McLean County Bcstg. Co., Bloomington, Ill.; Northwestern Ind. Radio Co. Inc., Valparaiso, Ind., and Steel City Bcstg. Corp., Gary, Ind.—Designated for consolidated hearing applications which had heretofore been designated, all requesting 1080 kc 1 kw D at LaSalle-Peru and Gary; 250 w D at Valparaiso and Bloomington.

Lake Shore Bcstg. Co., Evanston and WHOW Clinton, Ill.—Designated for hearing in consolidated proceeding with application of Lake Shore Bcstg. Co. (Doc. 8119), application of Lake Shore Bcstg. Co. for new station 1520 kc 5 kw D DA and application of WHOW to change facilities from 1520 kc 1 kw D to 1520 kc 5 kw unl. DA-N.

Seward County Bcstg. Co., Liberal, Kan. and North Plains Bcstg. Co., Perryton, Tex.—Designated for hearing in consolidated proceeding application requesting new station 1400 kc 250 w unl.

Bay Radio Inc., North Bend and Western Ore. Bcstg. Inc., Reedsport, Ore.—Designated for hearing in consolidated proceeding applications requesting 1340 kc 250 w unl.

The Conn. Electronics Corp., Bridgeport, Conn. and Heathcote Bcstg. Co., Scarsdale, N. Y.—Designated for hearing in consolidated proceeding appli-

(Continued on page 64)

Western Electric
FM Clover-Leaf Antennas
Go up FAST

This Western Electric FM Clover-Leaf antenna at WKY, Oklahoma City, is mounted atop a 915 foot AM tower. Together, they are the country's tallest radio antenna tower—959 feet in all. And yet, the Clover-Leaf went up in record time.

WKY's General Manager, P. A. Sugg, reports that it took four men only 10 hours to assemble the Clover-Leaf, complete with airplane beacon, on the ground, and one additional day to raise and position it on top of the supporting structure. Some going!

If you're looking for a top-quality FM antenna that goes up FAST, ask your nearest Graybar Broadcast Representative for details about the Western Electric 54A, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

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IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . *43 county coverage.*

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IN AUDIENCE BUYING POWER... WHAMland's industries are non-seasonal, its farms richly productive. It's a land of prosperous home-owners with money to spend.

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"The Stromberg-Carlson Station"

COMMERCIAL

MORT NUSBAUM, former station and commercial manager of WSAY Rochester, N. Y., and recently head of own public relations and radio package firm in New York, has been appointed commercial manager of WQQW Washington, effective April 7. Mr. Nusbaum previously was national radio director for 20th Century Fox Film Corp., New York.

ROBERT SHERWOOD, formerly with Howard-Wesson Adv., Worcester, Mass., has joined sales staff of WTAG that city.

WGAY Silver Spring, Md., has appointed The Walker Co., New York, as exclusive national representative.

KENNETH GOLDBLATT, formerly with WOV New York sales department, has joined WLIB New York sales staff.

ARTHUR POPPENBERG has resigned as assistant sales manager of New York office of Taylor-Howe-Snowden Radio Sales.

E. L. JONES, commercial manager of CHEX Peterborough, Ont., has been elected president of newly formed Junior Chamber of Commerce of Peterborough.

ROBERT LIVINGSTON, account executive for WBBM Chicago, has been appointed eastern sales representative of station.

BOB STEVENS, salesman at WHBQ Memphis, is recuperating from major operation.

MELCHOR GUZMAN Co., New York, has been appointed exclusive representative for HJAN-HJAB Barranquilla, Colombia.

DICK CRANE, news editor of WHHM Memphis, has resigned to become commercial manager of KBTM Jonesboro, Ark.

BOYD BRAITHWAITE, commercial manager of KIDO Boise, Idaho, is the father of a girl.

ELOISE ROOF, has joined traffic department of WIZE Springfield, Ohio.

JOE GREENHILL, new to radio, has joined sales staff of CHUM Toronto.

$200,000,000 in AT&T Bonds Sold at 100.3%

THE FIRST BOSTON Corp. and Halsey Stuart & Co. Inc., representing a group of 200 purchasers, placed a bid of 100.30% and were accepted by AT&T on Tuesday for the purchase of $200,000,000 35-year 2¾% debentures due April 1, 1982. At this price it will cost the company approximately 2.737% to maturity of the debentures. The issue will be offered to the public at 100.75% to yield 2.717%, to maturity, according to the purchasers.

The company says that net proceeds from the sale will be used to provide its subsidiary and associated companies with funds for extensions, additions and improvements to their plants as well as to its own.

To Be Co-Sponsored

THE MBS *Meet the Press* program, heard Fri. 10-10:30 p. m., will be made available for co-operative sponsorship effective with the April 4 broadcast, Bert Hauser, MBS director of co-op programs, announced last week. Mr. Hauser stated that a number of newspapers and public utility organizations among others have expressed a desire to sponsor the program locally.

RMA Campaign Plans Approved To Promote Sale of Receivers

GEARED to produce 20,000,000 radio sets in 1947, Radio Manufacturers Assn. last week started a campaign to promote their sale. Plans for the campaign, submitted by Fred Eldean Org., New York, were approved by the Set Promotion Subcommittee of the RMA Advertising Committee.

Details of the drive will be handled by the Eldean agency, which will key its promotion to the family theme. Need for a console type of radio-phonograph for all-family use will be stressed, along with suggestion that individual members of the family have their own sets.

New Slogan

Family situations will be dramatized, such as installation of sets in the kitchen, recreation room and other spots. A new slogan will be devised to supplant the present one, "A Radio in Every Room —A Radio for Every Purpose." The market will be approached in terms of people, opening many merchandising angles and directing attention from price appeal.

Among promotion measures will be individual manufacturer promotion, material for retailers, films and talks, material for guidance of salesmen, tie-ins with national advertisers, publicity for newspapers, magazines and broadcast stations. Other tie-ins will cover thought leaders, including educators, clergymen and others. Plans are being considered for a special event as a hook for the campaign.

The campaign will be developed with National Radio Week Oct. 26-Nov. 1 as the high point. RMA and NAB will start joint planning for the annual event, with a more extensive letter contest for the public being considered. W. B. McGill, Westinghouse Radio Stations advertising manager, is chairman of RMA's radio week committee. Other members are John Gilligan, Philco Corp., and David Cathcart, RCA Victor Division.

New chairman of the RMA Set Promotion Subcommittee is E. R. Taylor, Zenith Radio Corp. Other members are Stanley Manson, Stromberg Carlson Co.; L. E. Pettit, General Electric Co.; Earl Hadley, Bendix Radio Division; Victor A. Irvine, Galvin Mfg. Corp.

Two Join CBS

KDSH Boise Ida., and WJQS Jackson, Miss., will join CBS on or about May 1 and Apr. 6, respectively, bringing the total number of CBS affiliates to 168. KDSH, operating with 1000 w on 950 kc, is owned and operated by the Boise Valley Broadcasters Inc., with Westerman Whillock, general manager. WJQS, operating with 250 w on 1400 kc, is owned and operated by the Mississippi Broadcasting Co.

NEWS

RICHARD HOPPER, formerly with UP in Denver and later UP bureau manager in Cheyenne, Wyo., has joined KLZ Denver, news department.

H. ENNIS JONES Jr., Army veteran, has joined news staff of WFIL and WFIL-FM Philadelphia.

CHARLES HUMES, former Camden, N. J., newspaperman, has joined news staff of WIP Philadelphia.

DICK BENSON, member of news staff of WIZE Springfield, Ohio, has been named station's news editor.

EVERETT HOLLES, news editor of WBBM Chicago, March 22 and 23 addressed 15th annual High School Conference on International Affairs in Oak Park, Ill.

JOHN K. CHAPEL, chief of news bureau at KROW Oakland, Calif., has been selected to present series of 12 lectures titled "The International Pattern" at San Mateo Junior College.

MICHAEL GIRAUD, formerly of CKNW New Westminster, B. C., has been appointed news editor of CJAV Port Alberni, B. C.

CECILE DAVIS, formerly with Tulsa Tribune, Tulsa, Okla., has joined newsgathering staff of KTUL that city.

PHILLIP ALAMPI, ABC farm news editor, is the father of a boy, James Phillip.

Serving California's
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TUBES

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IN BROADCASTING

RCA Power Tubes for FM

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New metal header types. Originated by RCA, tubes such as the RCA-7C24 shown above, and the RCA-9C26 . . . have opened new horizons in FM broadcast transmitter design and performance.

RCA's modern manufacturing and quality-control techniques are your assurance of higher quality FM power tubes that reduce your operating costs. For real tube economy in your station operation, buy RCA tubes. For information, write RCA, Sales Division, Section P-36C3, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

FCC Actions

(*Continued from page 60*)

Decisions Cont.:

cations of The Conn. Electronics Corp. 740 kc 1 kw D DA and application of Heathcote Bcstg. Co 740 kc 250 w D.

Bexar Bcstg. Co., San Antonio and Fort Bend Bcstg. Co., Rosenburg, Tex.—Designated for hearing in consolidated proceeding application of Bexar Bcstg. Co. 980 kc 1 kw D with application of Fort Bend Bcstg. 980 kc 250 w D.

Gene Burke Brophy, Nogales, Ariz.—Designated for hearing application of Gene Burke Brophy 910 kc 100 w-N 250 w-LS unl. in consolidated proceeding with applications of Radio Phoenix Inc. and John C. Mullens.

James E. Latimer and Wm. A. Pritchett, Lake City, S. C., and WKST New Castle, Pa.—Designated for hearing in consolidated proceeding application for new station 1280 kc 250 w unl. with application of WKST to change facilities from 1280 kc 1 kw unl. to 1280 kc 5 kw DA-N unl.

Philip Mathews, Carlisle, Pa. and WORK York, Pa.—Designated for hearing in consolidated proceeding application of Philip Mathews for new station 1340 kc 250 w unl. with application of WORK to change facilities from 1350 kc 1 kw DA-N to 1350 kc 1 kw 5 kw-LS DA-N unl.

Frank Mitchell Farris Jr. and WCOE Inc., Nashville, Tenn.—Designated for consolidated hearing application of Frank Mitchell Farris Jr. for new station 1410 kc 1 kw unl. DA with application of WCOE Inc 1410 kc 5 kw unl. DA.

Santa Rosa Bcstg. Co., Santa Rosa, Calif.—Designated for hearing application for new station 1240 kc 250 w unl. and ordered that KROY Sacramento be made party to proceeding.

Agnes Jane Reeves Greer, Dover, and The Massillon Bcstg. Co., Massillon, Ohio—Designated for consolidated hearing application requesting new station 1450 kc 250 w unl. WFMJ WJPA WHBC made parties.

Coastal Bcstg. Co., Lakeland, Fla. and WSIR Winter Haven, Fla.—Designated for hearing in consolidated proceeding application of Coastal Bcstg. Co. for new station 1230 kc 250 w unl. with application of WSIR to change facilities from 1490 to 1230 kc using 250 w unl.

Arecibo Bcstg. Co. Inc., Arecibo; The Martinez-Rodriguez Bcstg. Co., San Juan, and WKJB Mayaguez, P. R.—Designated for consolidated hearing application of Arecibo Bcstg. Co. for new station 1190 kc 250 w unl. and application of Martinez-Rodriguez Bcstg. Co. 1190 kc 10 kw limited time, and application of WKJB to change operating assignment from 1340 kc 250 w unl. to 1190 kc 10 kw unl. DA.

Application Dismissed

Foundation Co. of Washington, Washington, D. C.—Dismissed application for new station 580 kc 5 kw unl DA-1, since same is mutually exclusive with existing Washington station (WQQW) as U. S. Court of Appeals for District of Columbia has dismissed Foundation Co's. protest of WQQW grant.

ACTIONS ON MOTIONS

(By Commissioner Durr)

Charles N. Meredith, Silverdale, Pa.—Denied petition to enlarge issues in consolidated hearing in Dockets 8092 and 8091.

WHA Madison, Wis.—Granted petition for leave to intervene in consolidated hearing on applications Grain Country Bcstg. Co. Inc. and Mid-State Bcstg. Co.

Ogden Bcstg. Co. Inc., Ogden, Utah—Granted petition for extension of time within which to file opposition to petition for reconsideration and reinstatement of CP filed by Central Utah Bcstg. Co.; extended time to March 27, 1947.

KANS Wichita, Kan.—Granted petition for leave to amend application for CP so as to show revised DA design etc.

Capitol Radio Inc., Columbus, Ohio—Granted petition requesting Commission to strike intervention of WHKK Akron to consolidated proceeding involving its application and that of Heart of Ohio Inc.; removed WHKK as party to proceeding.

Fred Jones Radiocasting and Television Co., Oklahoma City—Granted petition requesting leave to amend application for CP so as to show revised D ant. pattern.

Booth Radio Stations Inc., Saginaw; Federated Publications Inc., Lansing, and Saginaw Bcstg. Co., Saginaw, Mich.—Commission, on its own motion, continued consolidated hearing on these applications presently scheduled for March 26, to April 8.

Booth Radio Stations Inc., Saginaw, Mich.—Granted petition for leave to amend application so as to revise Exhibits 3-A and 4-A filed with application, to show changes in tolerance values for vertical and horizontal radiation patterns.

Harold Thomas, Springfield, Mass.—Granted petition to dismiss without prejudice application for new FM station.

Lincoln Operating Co., Miami, Fla.—Granted petition for leave to amend application for CP so as to revise Exhibit J filed with application, to show slight modification of adjustment tolerance specified in proposed DA design.

Riverside Bcstg. Co., Riverside, Calif.—Granted petition for leave to amend application so as to make certain minor changes in various paragraphs.

Midland Bcstg. Co., Kansas City—Granted petition for leave to take depositions in re its application for CP.

Charles M. Meredith, Silverdale, Pa.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

WBBZ Ponca City, Okla.—Granted petition to dismiss without prejudice application for CP.

Lee-Smith Bcstg. Co., Fairbault, Minn.—Granted petition for leave to amend application for CP so as to show a change in DA plan, new trans. etc.

Texhoma Bcstg. Co., Durant, Okla.—Granted petition for leave to amend application so as to specify DA-N array etc.

La. Bcstg. Co., New Orleans—Granted petition for leave to amend application for CP to specify revised DA etc.

East-West Bcstg. Co., Fort Worth, Tex.—Granted petition for leave to amend application to request 1 kw-N instead of 5 kw etc.

March 21 Applications . . .

ACCEPTED FOR FILING

AM—560 kc

KYUM Yuma, Ariz.—CP change frequency from 1240 to 560 kc, increase 250 w to 1 kw, change type trans and install DA-N.

AM—1490 kc

Vulcan Bcstg. Co., Birmingham, Ala.—CP for new AM station 1490 kc 250 w unl.

FM—Unassigned

WKRE-FM Mobile, Ala.—Mod. CP which authorized new FM station to change type trans. and for extension of commencement and completion dates.

Illinois-Alton Bcstg. Co., Alton, Ill.—CP for new FM station (Class B) on frequency to be assigned by FCC, ERP 8.4 kw.—AMENDED: to change ERP to 9.3 kw and make changes in ant. system.

AM—1450 kc

WRIA Caquas, P. R.—Mod. CP which authorized new AM station for approval of ant., to change trans. and studio locations.

AM—630 kc

KOH Reno, Nev.—CP increase 1 kw to 5 kw, change type of trans. and changes in DA-N.

AM—1400 kc

WELM Elmira, N. Y.—Mod. CP which authorized new AM station for approval of ant., to change type of trans. and for approval of trans. location and to specify studio location.—AMENDED: to change trans. location.

AM—600 kc

KROD El Paso, Tex.—CP 500 w-N, 1 kw-D to 5 kw-DN, install new trans. and DA-N and change trans. location.—AMENDED: to make changes in DA.

FM—Unassigned

The Board of Trustees of the U. of Alabama, Tuscaloosa, Ala.—CP new noncommercial educational station on frequency to be assigned, 3 kw, emission A3, unl.

AM—1410 kc

KERN Bakersfield, Calif.—CP increase 1 kw to 5 kw, change type trans. and install DA-DN.

FM—100.1 mc

KMGM Los Angeles—CP to specify frequency as channel 261, 100.1 mc, change type trans. and ant. system.—AMENDED: to change ERP from 4.8 kw to 49.5 kw and make changes in ant.

AM—810 kc

WKAT Miami Beach, Fla.—CP change frequency from 1360 to 810 kc, increase 1 kw to 50 kw, install new trans., DA-N and new vertical ant. with FM ant. on top, and change trans. location.

Modification of CP

WIRK West Palm Beach, Fla.—Mod. CP as modified, which authorized new AM station, to change hours operation from D to unl., install DA(2)-DN, and extend commencement and completion dates to 60 days after grant and 180 days thereafter.—AMENDED: to modify DA-N.

KDSH Boise, Ida.—Mod. CP as modified which authorized new AM station, to increase power from 1 kw-DN to 5 kw-DN, install new trans., specify studio location, make changes in DA and change from DA(2)-DN to DA-N.

WMIX Mt. Vernon, Ill.—Mod. CP which authorized new AM station, for approval of ant., to change type trans. for approval of trans. location and specify studio location.

Modification of License

WHBF Rock Island, Ill.—Mod. license to change from DA-DN to DA-N.

Modification of CP

WLSU Baton Rouge, La.—Mod. CP which authorized new noncommercial educational station, to specify frequency as channel 219, 91.7 mc 205 kw, change trans. location, change type trans. and make changes in ant.

AM—810 kc

WASL Annapolis, Md.—CP increase 250 w to 1 kw and install new trans.

AM—1130 kc

WCAR Pontiac, Mich.—CP change power and hours of operation from 1 kw-D to 50 kw unl., install new trans. and DA(2)-DN, change trans. and studio locations.

AM—1450 kc

KFAM St. Cloud, Minn.—CP to make changes in ant. and mount FM ant. on top of AM tower.

AM—610 kc

Treasure State Bcstg. Co. Inc., Butte, Mont.—CP for new AM station 610 kc 1 kw DA-N and unl.

AM—1340 kc

KGEZ Kalispell, Mont.—CP increase 100 w to 250 w and install new trans.

AM—1370 kc

Gastonia Bcstg. Service Inc., Gastonia, N. C.—CP for new AM station 1370 kc 1 kw D.

AM—850 kc

WJW Cleveland—CP increase 5 kw-DN to 10 kw-D and 5 kw-N, change type trans. and changes in ant. so as to employ nondirectional ant. during D.

AM—1380 kc

Radio Lakewood, Lakewood, Ohio—CP for new AM station 1380 kc 250 w D.

[illegible]—94.3 mc

Western O[illegible]a Bcstg. Co., Clinton, Okla.—CP ne[illegible]M (Class B) station on channel 23[illegible]3 mc, ERP 12.1 kw.

A[illegible]0 kc

KBYE Okla[illegible]City—[illegible] kw D to 10 kw[illegible] in[illegible]all new trans.

A[illegible]kc

Sooner Bcstg. [illegible]Oklahoma City—CP new AM statio[illegible]kc 1 kw D.

Modificat[illegible] of CP

KOAG-FM Stillwater, Okla.—Mod. CP as modified, which authorized new noncommercial educational station, for extension of completion date.

AM—1440 kc

KMED Medford, Ore.—CP increase 1 kw-DN to 5 kw-D and 1 kw-N and install new trans.

AM—1350 kc

Pocono Record Inc., Stroudsburg, Pa.

CONSULTING RADIO ENGINEER

JOHN J. KEEL

EARLE BLDG., WASHINGTON, D. C.
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—CP new AM station 1350 kc, 1 kw D.

AM—1340 kc

WBRE Wilkes-Barre, Pa.—CP install satellite station at Scranton, Pa. on 1340 kc 250 w unl. synchronously with WBRE.

AM—1240 kc

Hector Reichard, Aguadilla, P. R.—CP new AM station 1240 kc 250 w unl. Subject to relinquishment of 1240 kc by WKVA.

AM—990 kc

WPRA Mayaguez, P. R.—CP increase 1 kw-N, 5 kw-D to 10 kw-DN, make changes in trans. equipment, install DA (1)-DN, change trans. location.

FM—97.9 mc

The Martinez-Rodriguez Bcstg. Co., San Juan, P. R.—CP new (Class B) FM station on channel 250, 97.9 mc ERP 2.62 kw and ant. height above average terrain 519 ft.

AM—980 kc

Viking Bcstg. Co., Newport, R. I.—CP new AM station 980 kc 1 kw D.

AM—1240 kc

Elk River Broadcasters, Fayetteville, Tenn.—CP new AM station 1240 kc 250 w unl.

FM—Unassigned

Ector County Bcstg. Co., Odessa, Tex.—CP for new FM station on frequency to be assigned by FCC, ERP 1.7 kw and ant. height above average terrain 395 ft.

AM—1340 kc

WEMP Milwaukee—CP install new ant. and change trans. location.

AM—1390 kc

WEAM Arlington, Va.—CP change from 1 kw D to 5 kw unl., install new trans. and DA-N, change trans. location. —AMENDED: to make changes in DA (1)-DN.

Modification of CP

WLVA-FM Lynchburg, Va.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1310 kc

WGH Newport News, Va.—CP change 1340 kc to 1310 kc, increase 250 w to 5 kw, install new trans. and DA-DN, and change trans. location.—AMENDED: re changes in DA.

FM—Unassigned

Commonwealth Bcstg. Corp., Norfolk, Va.—CP for new FM station (class B) on frequency to be assigned by FCC, ERP 8.1 kw, ant. height above average terrain 220 ft.

Ohio Valley Bcstg Corp., Parkersburg, W. Va.—CP for new FM station.—AMENDED to change directors, officers and stockholders.

APPLICATION RETURNED

FM-Unassigned

Harry L. Crisp, Marion, Ill.—CP for new (Class A) FM station on frequency to be assigned by FCC, ERP 1 kw and ant. height above average terrain 186 ft. RETURNED March 20, 1947. Several parts of engineering data exhibit differentiates from engineering in application.

APPLICATION DISMISSED

FM—42.7 mc

The Trustees of Purdue U., Lafayette, Ind.—CP for new noncommercial educational station on 42.7 mc 10 kw emission special for FM and unl.—DISMISSED March 14, 1947 per applicant's request March 6, 1947.

License Renewal

Applications filed for renewal of standard broadcast license by: KARK KALL KFKA KROW KUSD WABI WCOC WDAE WDAY WFLA WGST WJAR WLBL WRC WREN WSAZ WSIX WSPA WTRY WAAF WCSH WICA.

FCC Correction

IN MARCH 18 FCC applications report that of Daily News Television Co., Philadelphia, for CP new commercial TV station, should read Philadelphia Daily News Inc. and list amendment to change corporate name to Daily News Television Co.

TENDERED FOR FILING
(Since Feb. 7)

Transfer of Control

WOLS Florence, S. C.—Consent to transfer of control from M. F. Schnibben to Melvin H. Purvis.

AM—840 kc

Haygood S. Bowden, Camden, S. C.—CP new AM station on 840 kc 250 w D.

AM—850 kc

Airtone Co., Santa Ana, Calif.—CP new AM station 850 kc 250 w D.

March 24 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

Commission announced final decision granting conditionally following applications for new AM stations:

KAKE Bcstg. Co. Inc., Wichita, Kan.—1490 kc 250 w unl.

Collinson -Wingate Bcstg. Co., Topeka, Kan.—Same.

Blue Valley Co., Independence, Mo.—1510 kc 1 kw D.

At same time Commission denied following applications for new AM stations:

Air Capital Bcstg. Co. Inc., Wichita Beacon Bcstg. Co. and KCLC Bcstg. Co., Wichita, Kan.—All seeking 1490 kc 250 w unl. Wichita Beacon without prejudice to action on petition pending to amend.

KTOP Inc., Topeka, Kan.—1400 kc 250 w unl.

Emporia Bcstg. Co. Inc., Emporia, Kan.—CP change KTSW from 1400 kc to 1490 kc with 250 w unl.

General Bcstg. Co., Independence, Mo.—1490 kc 250 w unl.

March 25 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—1230 kc

Fetzer Bcstg. Co., Grand Rapids, Mich.—Announced adoption of order making final grant of application for new AM station 1230 kc 250 w unl.

WKBZ Muskegon, Mich.—Denied application for CP change from 1490 kc to 1230 kc (application has been amended to request 850 kc).

March 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KRED Eureka, Calif.—Mod. CP which authorized new FM station, to change ERP to 4.6 kw, make changes in ant. system and change commencement and completion dates.

AM—1570 kc

KCVR Lodi, Calif.—CP increase 250 w to 1 kw and install new trans.

AM—1320 kc

KCRA Sacramento, Calif.—CP change 1340 kc to 1320 kc, increase 250 w to 1 kw, install new trans. and DA-N and change trans. location.

FM—Unassigned

Orlando Bcstg. Co. Inc., Orlando, Fla.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 25 kw.

AM—550 kc

KIFI Idaho Falls, Ida.—CP change 1400 kc to 550 kc, increase 250 w to 1 kw install new trans. and DA-N and change trans. location.

TV—Experimental

Balaban & Katz Corp., Chicago—CP convert exp. television station W9XPR to exp. television relay station on 1295-1425 mc, 1 w, emission A5 or special FM and unl.

AM—1170 kc

KSTT Davenport, Iowa—CP change frequency from 750 to 1170 kc, increase 250 w to 1 kw, change operation from D to unl., install new trans. and DA-DN and change trans. location.

Modification of CP

WDLT Detroit, Mich.—Mod. CP which authorized new commercial television station to change frequency from 76-82 mc to channel 7, 174-180 mc, change type of vis and aur trans.; change trans. and studio locations and make changes in ant. aur. and vis: RCA, TT-5A, 5 kw (vis-peak).

KOPR Butte, Mont.—Mod. CP which authorized new AM station, to change 550 kc to 580 kc and make changes in DA-N.

WAAW Jersey City, N. J.—Mod. CP, as modified, which authorized new FM station, for extension of completion date.

Brooklyn Bcstg. Service Inc., New Rochelle, N. Y.—Mod. CP which authorized new FM station, to change name to New Rochelle Bcstg. Service Inc.; move studio location; specify trans. site, ERP 1 kw and ant. system.

WFRB Utica, N. Y.—Mod. CP which authorized new AM station, to change 250 w to 1 kw, change type trans. and for approval of trans. location.

FM—Unassigned

Reidsville Bcstg. Co., Reidsville, N. C.—CP for new (Class A) FM station on frequency to be assigned by FCC, ERP 660 w.

License for CP

WFAH Alliance, Ohio—License to cover CP, as modified, which authorized new FM station.

Modification of CP

WBOE Cleveland—Mod. CP which authorized installation of new trans. and changes in ant. system, for extension of commencement and completion dates.

FM—90.5 mc

The U. of Tulsa, Tulsa, Okla.—CP new non-commercial educational station on channel 213, 90.5 mc ERP 1 kw emission special for FM and unl.

FM—104.1 mc

Lebanon Bcstg. Co., Lebanon, Pa.—CP new (Class A) FM station, channel 281, 104.1 mc ERP 920 w and ant. height above average terrain 256 ft.

FM—Remote

Triangle Publications Inc. (The Philadelphia Inquirer Div.) Philadelphia—CP new remote pickup station on frequency to be assigned by Commission in 152 mc band 250 w unl. emission special for FM. Also CP new remote pickup station on frequency to be assigned by Commission in 152 mc band 45 w emission special for FM and unl.

FM—Unassigned

Pittsburgh Bcstg. Co., Pittsburgh—CP new (Class B) FM station on frequency to be assigned by FCC, ERP 21.5 kw and ant. height above average terrain 491 ft.

FM—92.1 mc

Lycoming County Bcstg. Co., Williamsport, Pa.—CP new (Class B) FM station on channel 221, 92.1 mc ERP 3.2 kw.

AM—910 kc

WPRP Ponce, P. R.—CP change 1420 kc to 910 kc, increase 250 w to 5 kw, install new trans. and DA-DN and change trans. location.

AM—1020 kc

Greer Bcstg. Co., Greer, S. C.—CP new AM station 1020 kc, 250 w D.

AM—910 kc

Orangeburg Radio Co., Orangeburg, S. C.—CP new AM station 910 kc 1 kw D.

AM—1140 kc

Radio Tennessee Inc., Memphis, Tenn.—CP new AM station 1140 kc 10 kw D.

AM—690 kc

West Texas Bcstg. Co., El Paso, Tex.—CP new AM station 690 kc 5 kw DA unl.

AM—940 kc

Seaboard Bcstg. Corp., Norfolk, Va.—CP new AM station 940 kc 1 kw D.

AM—1000 kc

KOMO Seattle, Wash.—Mod. CP, as modified, which authorized increase in power, installation of new trans. and DA-N and change in trans. location, for extension of completion date.

AM—1360 kc

KVRS Rock Springs, Wyo.—CP change 1400 kc to 1360 kc, 250 w to 1 kw-D 500 w-N and install new trans.—AMENDED: to install DA-N and change trans. location.

Application Dismissed

Courier-Journal and Louisville Times Co., Eastwood, Ky.—CP reinstate CP for W9XEK which authorized to change frequency to be assigned by chief engineer from time to time, increase power to 10 kw, install new trans., change emission to A0 A1 A3 A4 and special-FM, and to make changes in ant. system. DISMISSED March 19 per applicant's request.

License Renewal

WBKY Beattyville, Ky.—License renewal.

TENDERED FOR FILING
(Since Feb. 7)

AM—680 kc

William and Lee A. Odessky, Los An-

(Continued on page 67)

PHILADELPHIA'S No. 1 Station

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
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10,000 Watts WIBG

REPRESENTED Nationally by Adam J. Young, Inc.
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WNDR

5000 WATTS for DOMINANT COVERAGE of THE RICH UPSTATE NEW YORK MARKET from WNDR IN SYRACUSE

WNDR has proven its complete and dominant coverage of the entire upstate New York market. WNDR — The Wonder Station — is the Wonder Buy in upstate New York.

Owned and Operated by the
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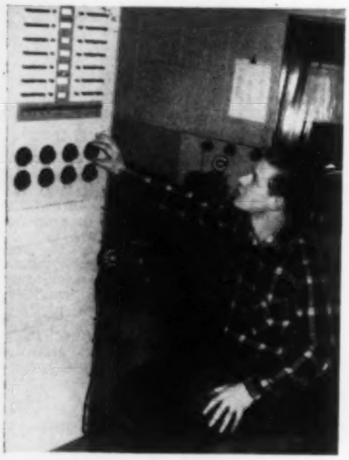
Wilson Building, 306 S. Salina St.
Syracuse, New York.
National Representative:
Paul H. Raymer Company,
New York, Chicago, Detroit, San Francisco,
Los Angeles, Boston and Atlanta.

TECHNICAL

RUSSELL G. DAVIS, chief engineer in charge of plant installation for KRUX Phoenix, has rejoined RCA in San Francisco.

ANDREW Co., Chicago, has developed Type 1200 folded quadrupole antenna to be used for emergency or stand-by service in FM broadcasting. Quadrupole antenna has range of 88-108 mc, weighs 15 pounds, and offers omni-directional radiation pattern.



NEW MASTER CONTROL panels just installed at Salt Lake City headquarters of Inter-Mountain Network are inspected by Earl Hansen, IMN control operator. Panels, built under supervision of IMN Chief Engineer Stan Benson, are used to feed programs to 16 stations in Utah, Idaho, Wyoming and Montana.

ROBERT D. MARTIN, former chief engineer at KGIR Butte, Mont., and KFPY Spokane, Wash., has been appointed supervisor of activities of a field measurements branch of Airborne Instruments Lab. Inc., Mineola, N. Y.

WILLIAM BLUMMEL, engineer at WTTM Trenton, N. J., has been elected president of Delaware Valley Radio Assn.

ALEN BRADLEY, engineer at WJZ New York, and **PEGGY LLOYD**, m.c. of WOV New York "Wake Up, New York" show, were married March 21.

ELMER GRABB, control operator at WHAM Rochester, N. Y., is the father of a boy, William John.

WALTER HARRISON has joined WHAM Rochester, N. Y., as control operator.

JIMMY BANKS engineer of ABC Hollywood on "Philco Radio Time," April 1 shifts to New York for 9 weeks for transcription cuttings from that city.

PAUL CRAM has joined WAGA Atlanta, Ga., as chief engineer.

JOHN K. MOORE, former chief engineer at WJNO West Palm Beach, Fla., has joined engineering staff of WPDQ Jacksonville.

SUPERIOR ELECTRIC Co., Bristol, Conn., has developed new binding post, type DF30, to meet need for multi-purpose electrical connector. New Superior binding post offers five ways of connecting leads.

JIM SHADDUCK, formerly with KLIX Twin Falls, Idaho, has joined engineering department of KIDO Boise.

Change to IBEW

TECHNICIANS at WCAO Baltimore decided by "consent election" on March 21 to change affiliation from the American Communications Assn. (CIO) to the Radio Broadcast Technicians Local Union 1400, IBEW (AFL), William C. Bareham, president of Local 1400, reports. Contract negotiations will start the latter part of April, Mr. Bareham says.

UOPWA Calls Off Strike At Subsidiary of IT & T

A STRIKE by 1,100 clerical and drafting employes of the Federal Telephone & Radio Corp., Clifton, N. J., manufacturing subsidiary of the International Telephone & Telegraph Corp., was called off at the last minute last Monday morning when negotiators reached a compromise agreement.

The contract expired Saturday, March 22, and the strike was set to take effect the following Monday morning, according to local 204, United Office & Professional Workers of America, CIO.

TWO MEXICAN OUTLETS WILL INCREASE POWER

MEXICO has notified signatories of the North American Regional Broadcasting Agreement of changes in the operating power of two stations. On 630 kc XEFB Monterrey, Nuevo Laredo, has been authorized to operate with 5 kw day and 500 w night. On 1280 kc XEBW Chihuahua is slated to operate with 1 kw day and 600 w night. July 1 is probable effective date of the changes.

Meanwhile, Cuba has notified NARBA signatories of four changes that are now in operation:

630 kc—CMHQ Santa Clara, L. V., 15 kw directionalized.

740 kc—CMBC Havana, 10 kw directionalized.

830 kc—CMBZ Havana, 5 kw day and 1 kw night, with directional antenna in daytime.

860 kc—CMBL Havana, 15 kw directionalized.

Electronics Plans

NATIONAL Electronics Conference, in making plans for the 1947 Conference, has announced that papers may be submitted for possible presentation at the meeting. The Conference will be held at the Edgewater Beach Hotel, Chicago, Nov. 3, 4 and 5. Main subjects to be covered include research, development and application in the field of electronics and allied fields. Those interested in submitting material should send a 100-200 word abstract to Dr. G. H. Fett, U. of Illinois, Urbana, Ill. Deadline is June 1.

Alertness Rewarded

MINIATURE gold KSFO microphone is being presented to Dave Kees, special events technician of the San Francisco station, as a reward for preventing a blackout of KSFO's broadcast of San Francisco's St. Patrick's Day parade. Like the fairy tale youngster who saved Holland by holding his finger in the hole in the dyke, Mr. Kees held two broken wires together for 22 minutes after an over-enthusiastic spectator broke through police lines, stumbled on a curb, fell against KSFO's station wagon and grabbed at a telephone line, pulling it apart. Engineer Kees quickly retrieved the broken ends and held them together until the end of the broadcast.

WPAG Increases Power, Starts FM Broadcasting

WPAG Ann Arbor, Mich., has increased its power from 250 w to 1 kw, Edward F. Baughn, vice president and general manager of the station, announced last week. Station, which has been on the air for 18 months, operates on 1050 kc.

Mr. Baughn

Mr. Baughn announced also that WPAG has completed installation of its FM transmitters and that nightly FM broadcasts are being presented. Station's FM affiliate uses the call letters WPAG-FM.

WPAG is owned by Washtenaw Broadcasting Co. Inc. Since its beginning it has been under the supervision of Mr. Baughn, long associated with radio.

WLOK Lima, Ohio, March 12 received certificate of exceptional merit for outstanding public service from U. S. Navy Bureau of Naval Personnel.

IT'S A HABIT!

For 20 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice *of* Kansas *in* TOPEKA

FCC Actions

(Continued from page 65)

Applications Cont.:

geles—CP new AM station 680 kc 100 w D.

AM—1340 kc

The Montana Network, Missoula, Mont.—CP new AM station 1340 kc 250 w unl.

Modification of License

WFCI Providence, R. I.—Mod. of license to change location of main studios from Pawtucket to Providence, and present main studios in Pawtucket would be continued as auxiliary studios.

March 26 Decisions . . .

Docket Case Action

Commission announced adoption of proposed decision looking to grant of application of Gulf Bcstg. Co. Inc. for new station in Mobile, Ala. on 1340 kc, 250 w unl; and denial of application of Burton Bcstg. Co. 1340 kc, 250 w, unl. and application of Mobile Bcstg. Co. 1330 kc 5 kw D 1 kw N DA, both requesting new stations in Mobile.

March 26 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKAB Mobile Ala.—Mod. CP, as modified, which authorized new AM station, for extension of completion date.

WSFA-FM Montgomery, Ala.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

KFSA Fort Smith, Ark.—Mod. CP, as modified, which authorized new AM station to change hours operation from D to unl. power from 1 kw D to 1 kw DN, install DA-N.—AMENDED: to change power to 500 w N 1 kw D using DA-N.

KICO Calexico, Calif.—Mod. CP, as modified, which authorized new AM station, for extension of completion date.

KGVN Grass Valley, Calif.—Mod. CP which authorized new AM station, for approval of ant., to make changes in trans. equipment and for approval of trans. and studio locations.

KRJM Santa Maria, Calif.—License to cover CP, as modified, which authorized new FM station.

WMKW-FM Meriden, Conn.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WCLE Clearwater, Fla.—Mod. CP, as modified, which authorized new AM station, to change type trans.

License for CP

WCLE Clearwater, Fla.—License to cover CP, as modified, which authorized new AM station and for change in studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WPDQ-FM Jacksonville, Fla.—Mod. CP which authorized new FM station, for extension of completion date.

WMAZ-FM—Macon, Ga.—Mod. CP, as modified, which authorized new FM station, for extension of commencement and completion dates.

WWGS Tifton, Ga.—Mod. CP which authorized new AM station, to make changes in vertical ant.

WRLC-FM Toccoa, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WIKY Evansville, Ind.—Mod. CP which authorized new AM station, for approval of ant. to change type trans., to mount FM ant. on top of AM tower and for approval of trans. and studio locations.—AMENDED: re changes in ant.

AM—1470 kc

KTRI Sioux City, Iowa—CP change 1450 kc to 1470 kc, 250 w to 5 kw, install new trans. and DA-DN and change trans. location.—AMENDED: to modify DA-N.

AM—1470 kc

KVAK Atchison, Kan.—CP change 1450 kc to 1470 kc, 250 w to 1 kw, make changes in trans. equipment and install DA.—AMENDED: to modify DA pattern.

Modification of CP

KIMV Hutchinson, Kan.—Mod. CP which authorized new FM station, to change studio location, make changes in ant. system and change commencement and completion dates.

AM—1480 kc

KRMD Shreveport, La.—CP change 1340 kc to 1480 kc, increase 250 w to 1 kw-N 5 kw-D, install new trans. and change trans. location.

AM—1470 kc

The Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—CP new AM station 1470 kc 5 kw unl. DA.—AMENDED: re change in DA.

AM—1430 kc

The Capital Bcstg. Co., Annapolis, Md.—CP new AM station 1430 kc 500 w unl. DA-N.—AMENDED: to modify DA.

Modification of CP

WSLI Jackson, Miss.—Mod. CP which authorized change in frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

AM—1250 kc

WSKB McComb, Miss.—CP change 1230 kc to 1250 kc, increase 250 w to 1 kw-D 500 w-N DA-N, install new trans. and change trans. and studio location.

Modification of CP

WBNY-FM Buffalo, N. Y.—Mod. CP which authorized new FM station, for extension of completion date.

Modification of License

WGLN Glens Falls, N. Y.—Mod. of license, increase 100 w to 250 w (1230 kc).

AM—950 kc

WARC Inc., Rochester, N. Y.—CP new AM station 950 kc. 1 kw unl. DA-N.—AMENDED: to modify DA-DN.

Assignment of License

WHKP Hendersonville, N. C.—Voluntary assignment of CP to Radio Hendersonville Inc.

Modification of CP

KSEO Durant, Okla.—Mod. CP which authorized new AM station, to change frequency from 750 to 1340 kc, hours from D to unl., 250 w; extend commencement and completion dates.

AM—970 kc

KAKC Tulsa, Okla.—CP change frequency from 1570 to 970 kc, hours from D to unl. with 1 kw, install DA-DN.

Modification of CP

WPWA Chester, Pa.—Mod. CP which authorized new AM station, for approval of ant. to change type of trans. and for approval of trans. and studio locations.

WMRF Lewistown, Pa.—Mod. CP which authorized change in trans. location, install new vertical ant. with FM ant. mounted on top and ground system, for extension of completion date.

WFIL Philadelphia—Mod. CP, as modified, which authorized increase in power, installation of new trans. and DA-DN and change in trans. location, for extension of completion date.

WNIQ Uniontown, Pa.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

AM—940 kc

Puerto Rico Communications Authority, Municipality of Rio Piedras, P. R.—CP for new AM station 940 kc 10 kw unl. DA.—AMENDED: to change DA pattern.

Assignment of License

WHAL Shelbyville, Tenn.—Voluntary assignment of license to J. O. Fly Sr., George F. Fly and Howard P. Smith, partnership d/b as Shelbyville Bcstg. Co.

Modification of CP

KWHI Brenham, Tex.—Mod. CP which authorized new AM station, for approval of trans. location and to specify studio location.

WSVS Crewe, Va.—Mod. CP, as modified, which authorized new AM station, to change type trans.

WKWK-FM Wheeling, W. Va.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1380 kc

Beloit Bcstrs. Inc., Beloit, Wis.—CP new AM station 1380 kc, 1 kw D.—AMENDED: to change power to 500 w.

Assignment of License

WIGM Medford, Wis.—Voluntary assignment of license to Dairyland's Bcstg. Service Inc.

License Renewal

KSIL Silver City, N. M.—License renewal AM station.

KWBC Forth Worth, Tex.—Same.

KOZY Kansas City—Same for FM station.

Voluntary Transfer

KCNA Tucson, Ariz.—Voluntary transfer of control of permittee corp. from Erskine Caldwell to William A. Small, William H. Johnson, William R. Mathews, Betty B. Mathews, Clara R. Ellinwood and George W. Chambers.

Modification of CP

KGFN Grass Valley, Calif.—Mod. CP which authorized new AM station, for approval of trans. and for approval of trans. location.

KMPC Los Angeles—Mod. CP, as modified, which authorized increase in power, installation of new trans. and changes in DA-DN, for extension of completion date.

KAGH Pasadena, Calif.—Mod. CP which authorized new FM station, to change studio location trans. site, ERP to 360 w, ant. height, make changes in ant. system and change completion date.—AMENDED: to make changes in ant. system.

W6XPC Pasadena, Calif.—Mod. CP, as modified, which authorized new experimental television station, for extension of completion date.

AM—1260 kc

San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP new AM station 1260 kc 1 kw unl. DA.—AMENDED: re officers, directors and stockholders.

Modification of CP

KGYW Vallejo, Calif.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans. and for approval of trans. and studio locations.

KRLN Canon City, Col.—Mod. CP which authorized new AM station, for approval of ant. to change type of trans. and for approval of trans. location.

AM—1450 kc

Meroco Bcstg. Co., Greeley, Col.—CP new AM station 1450 kc 250 w unl.—AMENDED: re directors and stockholders.

Modification of CP

WKOY New Haven, Conn.—Mod. CP which authorized new AM station, for approval of ant., to change type of

(Continued on page 69)

in the Triple Cities

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WEJC Joins IBS

WEJC Endicott Junior College, Beverly, Mass., and the Trumbull Broadcasting Assn. of the Fort Trumbull branch of the U. of Connecticut, New London, Conn., joined the Intercollegiate Broadcasting System effective Mar. 21. WGTB Georgetown U., Washington, D. C., and KSUL St. Lawrence U., Canton, N. Y., two IBS affiliates, became available for commercial sponsorship of programs effective Mar. 24.

PROGRAMS

TELEPHONE QUIZ show titled "Nickles' Telephone Quizmaster" is new 15-minute show on WHBC Canton, Ohio. Aired Mon. through Fri. 9-9:15 a. m., show is sponsored by Nickles Bakery Inc., Navarre, Ohio. Quizmaster makes two phone calls daily in quest of correct answer to $10 question of the day. Answer to question is posted in advance on bread racks in Nickles Bakery retail outlets in Canton and surrounding cities and on retail delivery trucks. If question goes unanswered, sum is added to following day's prize.

Video Drama

STUDENT performance of 15th century drama, "Everyman," at Fordham U., New York, March 22 was broadcast on WNBT, NBC New York television station. as station's first remote pickup of dramatic performance. Drama, with cast of 22 students, was re-staged especially for television from Fordham U. Theatre.

'Behind the Scenes'

TO ACQUAINT listeners with some of little-known jobs necessary to produce radio program series titled "Behind the Scenes at KLZ" has been started on KLZ Denver. Show also is in observance of station's 25th anniversary this month, and features facts contrasting today's operation with that in 1922. Staff members of various departments are interviewed on broadcasts, giving review of their duties.

Advertising Series

RADIO series for promotion of understanding and good will toward advertising began Wednesday, Mar. 19 over WXYZ Detroit, with first in series of six programs. First discussion titled "How Does Advertising Contribute to the American Way of Life—Or Does It?" featured Ches Larson, vice-president of Cunningham drug chain and Edythe Fern Melrose, local radio personality.

'Musiquiz'

RECORD quiz show, sponsored by Philadelphia Daily News, is new Saturday noon feature on WIP Philadelphia. Conducted by Murray Arnold, station program director, using air name of "Jackson," show titled "Musiquiz" gives contestants chance to win prizes by guessing titles of songs, names of vocalists and names of bands of records played. One hundred listeners are invited to studio each week and contestants selected from audience.

Theatre Quiz

THEATRE quiz show, titled "Do People Know Everything," is weekly feature on KGBS Harlingen, Tex. Originating from stage of local theatres, show picks contestants from audience and uses questions submitted by listeners on blanks obtained at stores dealing in Kree-Mee Cream, program's sponsor. Big bulky prizes are given each week to winners of special feature of show called "You Have to Take it with You."

Greenhouse Tour

TOUR through various sections of Baker's greenhouse, Utica, N. Y., grower of orchids, was basis of new springtime program on WGAT Utica. Tom Harvey, station's program director, toured the greenhouse, describing in detail the growth of an orchid from germination to blossoming.

Local News

LOCAL new coverage and musical selections reflective of New York scene are presented on new series starting March 31 on WNBC New York. Titled "The Fleming Show," program is aired Mon. through Fri. 9:30-10 a.m. and features Jim Fleming, former war correspondent for CBS and Newsweek Magazine. Format of series consists of interviews with famous or interesting personalities as well as spot coverage of local news stories, with 50% of show devoted to musical selections related to situations in program or reflective of New York scene.

Fire Coverage by Air

WHEN fire broke out in three business establishments in Findlay, Ohio, WTOD Toledo sent Todd Branson, news and special events director, to cover fire from the air. Mr. Branson loaded wire recorder aboard plane and circled fire area. taking notes on air picture. After landing at Findlay's airport, wire recorder was set up in store near fire, and Mr. Branson recorded 20-minute description of scene, including interview with fire-chief. Recorded show was flown back to Toledo and aired from WTOD studios.

Luncheon Music

CONTINUOUS program of luncheon music was started March 24 as 1-2 p.m. feature on WBT-FM Charlotte, N. C. Station started broadcasting seven hours daily, 10 a.m. to 5 p.m., instead of previous schedule which allowed for an hour's break, being off air from 1-2 p.m. Addition of noon hour broadcast was suggested by need of various civic organizations for good luncheon music during noon meetings. Present plans include placing of FM receiver sets, by dealers and distributors, in clubs and private dining rooms throughout city in which civic club luncheons are held.

Midget Transmitter

BROADCAST from a transmitter no larger than a lipstick tube was to be heard Saturday, March 29 on CBS "Adventures in Science," 4:30-4:45 p.m., when Dr. Cledo Brunetti, of National Bureau of Standards, was guest of Watson Davis, CBS science editor. Dr. Brunetti has special FCC license for broadcasting experimentally with the midget sender. He was to demonstrate scientific developments of midget transmitter along with pocket-sized receiver.

Request by Numbers

UNIQUE record request program, titled "Nervous Breakdown," is new feature on WPDQ Jacksonville, Fla. Listeners choose a number from 1 to 1,000, and Bernie Adams, m.c. of show, pulls corresponding records from special file. Listeners never know what they are requesting, nor does Mr. Adams know what will be played next.

'Mystery Shopper'

IDENTIFICATION of mystery shopper is theme of five-minute program, titled "The Mystery Shopper," heard weekly over CKCW Moncton, N. B. Sponsored by Jake's General Store of that city, program features description of some customer of store during previous week. Listener, who identifies self from details given, receives $10 in merchandise.

Civic Feature

WEEKLY five-minute report, titled "Know Your Milwaukee Public Schools Better," is being aired Mon. 3:30 p.m. on "Ann Leslie" program over WISN Milwaukee. Designed as public service feature to acquaint people with scope of special services offered by public school system, program is supervised by Dr. William Lamers, assistant superintendent of schools.

Homemakers' News

HINTS for shoppers and tips on new aids to homemakers are presented on new series over WKXL Concord, N. H., Mon. through Fri. 11:30 a.m. Show is sponsored on cooperative basis and features Fred and Roberta Woods. WKXL is offering cash prizes to listeners suggesting best titles for new show.

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FCC Actions

(*Continued from page 67*)

Applications Cont.:

trans. and for approval of trans. location.

WROD Daytona Beach, Fla.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans. and for approval of trans. and studio locations.

Assignment of CP

WKAT Miami Beach, Fla.—Voluntary assignment of CP and license to WKAT Inc.

WKAT-FM Miami Beach, Fla.—Voluntary assignment of cond. grant to WKAT Inc.

AM—1450 kc

WGPC Albany, Ga.—CP to install new trans. and vertical ant. and to change trans. location.

AM—1360 kc

DeKalb Radio Studios, Dekalb, Ill.—CP for new AM station 1360 kc 250 w D.—AMENDED: to change trans. location.

Modification of License

WGBF Evansville, Ind.—Mod. of license to change corporate name from Evansville on the Air Inc. to On the Air Inc.

Modification of CP

WASK Lafayette, Ind.—Mod. CP, as modified, which authorized installation of new vertical ant. and changes in trans. location, for extension of commencement and completion dates.

WTCJ Tell City, Ind.—Mod. CP which authorized new AM station, for approval of ant., for approval of trans. location and to specify studio location.

KTSJ Topeka, Kan.—Mod. CP which authorized new FM station, to change trans. location.

Modification of CP

KSD St. Louis—Mod. CP which authorized increase in power, installation of new trans. and DA-N and change in trans. location, to make changes in DA system.

WSNJ Bridgeton, N. J.—Mod. CP which authorized installation of new vertical ant. with FM ant. mounted on top and move trans., for extension of completion date.

Assignment of CP

WHLI Hempsted, N. Y.—Voluntary assignment of CP to FM Bcstg. Corp.

Modification of CP

WLBT Liberty, N. Y.—Mod. CP which authorized new AM station, for approval of ant., for approval of trans. location and to specify studio location.

Transfer of Control

WOV New York—Voluntary transfer of control of licensee corp. from Arde Bulova to Harry D. Henshel.

Modification of CP

WFAS White Plains, N. Y.—Mod. CP which authorized installation of new trans. and vertical ant. and change trans. location, for extension of completion date. Also Mod. CP which authorized to move present licensed trans. to be used as an auxiliary with 250 w, for extension of completion date.

License for CP

WJSW Altoona, Pa.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHAB Stroudsburg, Pa.—Mod. CP which authorized new AM station, for approval of ant. and trans. location.

WPAB Ponce, P. R.—Involuntary transfer of control of licensee corp. from Miguel Soltero Palermo (deceased) to Mrs. Maria M. Porrata Doria, Carlos Clavell, Juan A. Wirshing, Rafael Lopez Zapata, Alfonso Gimenez, Mrs. Cruz Teresa Bigay, Mrs. Daisy Bigay, Angel Lopez Vasquez and Inocencia Bigay Soltero as judicial administrator of the estate of Miguel Soltero Palermo.

FM—90.9 mc

Michigan State College, East Lansing, Mich.—CP new noncommercial educational FM station on channel 215, 90.9 mc, 50 kw and FM emission.—AMENDED: to change trans. and make changes in ant. system.

WFLZ Florence, S. C.—Voluntary assignment of CP to Atlantic Bcstg. Co.

Modification of CP

KURV Edinburg, Tex.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans. and for approval of trans. and studio locations.

Modification of CP

KGBS Harlingen, Tex.—Mod. CP, as modified, which authorized installation of new vertical ant. with FM ant. mounted on top, for extension of completion date.

KPET Lamesa, Tex.—Voluntary assignment of CP to R. O. Parker, R. A. Woodson, K. S. Ashby, a partnership d/b as Lamesa Bcstg. Co.

Modification of CP

KSPT Lubbock, Tex.—Mod. CP which authorized new AM station, for approval of ant. and for approval of trans. and studio locations.

KOLE Port Arthur, Tex.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans. and to change studio location.

KTEM Temple, Tex.—Mod. CP which authorized installation of new trans., new vertical ant. with FM ant. mounted on top and changes in ground system; to make changes in vertical ant. and change trans. location.

Assignment of License

WGRV Greeneville, Tenn.—Voluntary assignment of license to Radio Greenville Inc.

Modification of CP

WHBT Harriman, Tenn.—Mod. CP which authorized new AM station, for approval of ant. and trans. location.

WSAP Portsmouth, Va.—Mod. CP which authorized changes in vertical ant., for extension of commencement and completion dates.

The Journal Co., area of Milwaukee, Wis.—CP for new remote pickup station on 152-162 mc band 50 w and FM emission.

Assignment of CP and License

WSAU Wausau, Wis.—Voluntary assignment of CP and license to The Journal Co. (The Milwaukee Journal).

Assignment of CP

WSAU-FM Wausau, Wis.—Voluntary assignment of CP to The Journal Co. (The Milwaukee Journal).

Modification of CP

WFHR Wisconsin Rapids, Wis.—Mod. CP which authorized installation of new vertical ant., for extension of commencement and completion dates.

License Renewal

WDLM Chicago—License renewal FM station.

APPLICATION DISMISSED

AM—1490 kc

Shamokin Veterans Bcstg. Co., Shamokin, Pa.—CP for new AM station 1490 kc 250 w and unl. Request of attorney.

March 27 Decisions . . .

DOCKET CASE ACTIONS

AM—1450 kc

Commission announced proposed decision looking toward grant of application of Plymouth County Bcstg. Co. for new AM station at Brockton, Mass., on 1450 kc 250 w unl.; cond. At same time Commission proposed to deny mutually exclusive applications of Cur-Nan Co. and Bay State Beacon Inc.

BY COMMISSION EN BANC

AM—990 kc

Sandhills Bcstg. Corp., Southern Pines, N. C.—Granted CP new AM station 990 kc 250 w D; engineering cond.

AM—860 kc

Citizens Bcstg. Co., North Adams, Mass.—Granted CP new AM station 860 kc 250 w D; engineering cond.

AM—1400 kc

William Edwin Richardson, Ukiah, Calif.—Granted CP new AM station 1400 kc 250 w unl.; engineering cond.

AM—1490 kc

Reno Newspapers Inc., Reno, Nev.—Granted CP new AM station 1490 kc 250 w unl.; engineering cond.

AM—1290 kc

Community Bcstg. Service Co., Providence, R. I.—Granted CP new AM station 1290 kc 500 w D; engineering cond.

AM—1420 kc

Northern Indiana Bcstrs. Inc., Michigan City, Ind.—Granted CP new AM station 1420 kc 1 kw D; engineering cond. (Comr. Durr voted for hearing.)

AM—1400 kc

Mario Acosta, Mayaguez, P. R.—Granted CP new AM station 1400 kc 250 w unl.; engineering cond.

Assignment of CP

KOPR Butte, Mont.—Granted consent to involuntary assignment of CP from partnership composed of Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall d/b as Montana Bcstg. and Television Co., to Frank C. Carman, David G. Smith, Frank C. Carman administrator of estate of Jack L. Powers, deceased, and Grant R. Wrathall d/b as Copper Bcstg. Co.; no monetary consideration.

KIOX Bay City, Tex.—Granted consent to assignment of CP from partnership composed of J. A. Clements, T. C. Dodd and John George Long to partnership composed of John George Long, T. C. Dodd and Harry L. Reading Jr. (Mr. Clements sells 1/6 interest to Mr. Reading for $6,200.)

Assignment of License

WLEE Richmond, Va.—Granted consent to assignment of license from Thomas G. Tinsley Jr. to Lee Bcstg. Corp., composed of Thomas Garland Tinsley Jr., Patricia McCord Tinsley and Irvin G. Abeloff.

WRRN Warren, Ohio—Granted consent to assignment of license from partnership to corporation.

Transfer of Control

WACE Chicopee, Mass. — Granted transfer control of Regional Bcstg. Co., licensee of WACE, from David J. Hayes and John S. Begley, to John S. Begley, by issuance of 200 shares to Mr. Begley for $3,500 in cash and cancellation of note for $16,500 by the company due Mr. Begley.

Designated for Hearing

Crest Bcstg. Co. Inc., Pascagoula, Miss.—Designated for hearing application for new AM station 800 kc 250 w D.

The Heights Bcstg. Co., Cleveland—Designated for hearing application for new AM station 710 kc 250 w D; further ordered that Crosley Bcstg. Corp., licensee of WLW Cincinnati, be made party to proceeding.

KSKY Dallas, Tex., and Western Oklahoma Bcstg. Co., Clinton, Okla.—Designated for hearing in consolidated proceeding applications of KSKY to increase power from 1 kw to 50 kw operating D only on 660 kc; and Western Oklahoma Bcstg. Co. for new station at Clinton on 670 kc 250 w D; provided however that if, as result of consolidated hearing, it appears that, were it not for issues pending in clear channel hearing and Commission's policy pertaining thereto as announced in public notice of June 21, 1946 public interest would best be served by grant of application of KSKY, then said KSKY application will be returned to pending files until after conclusion of clear channel hearing; further ordered that, in view of foregoing action, petition of KSKY requesting Western Okla. Bcstg. Co. application be designated for hearing and that petitioner be allowed to participate therein to extent of opposing a grant of said application, be dismissed.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Designated for hearing application for new AM station 1340 kc 250 w unl.; further ordered that KAND Corsicana, Tex. and KRMD Shreveport, La., be made parties to proceeding.

Petition Granted

Kitsap G. I. Bcstrs. Inc., Bremerton, Wash., and East Side Bcstg. Co., Kirkland, Wash.—Granted petition of F. L. Thornhill d/b as East Side Bcstg. Co. for extension of time until April 1 within which to file answer to petition of Kitsap G. I. Bcstrs. Inc. to dismiss application of East Side Bcstg. Co.; denied petition of Kitsap G. I. Bcstrs. to be relieved from delay in acting upon its prior petition to dismiss and seeking report by Commission on engineering affidavit attached to prior petition.

Application Dismissed

Long Beach Bcstg. Co., Long Beach, Calif.—Adopted order dismissing with-

(*Continued on page 70*)

REACHING NEW
HEIGHTS IN IDAHO

KSEI
POCATELLO • IDAHO

COUSIN KATEY
says:

Dear Cousin:

Well, March roared in, reared back, and rode away, didn't it? Yep, tomorrow's April Fool's Day, which always reminds me about that crazy heifer down on Uncle Jim's ranch. He's the one who always used to scratch himself on the barbed wire fence because it felt so good when he stopped. It's just about horseshoe pitchin' time in Texas. I called Perry Kallison, "The Old Trader," (whose program over KTSA was ten years old last month, and Cousin, do the farmers and ranchers listen to him every mornin' between 7 and 7:20 a.m.) and told him I needed some new shoes. Perry asked me if I like wedgies, and guess what I told him, Cousin? I said, "Heck no, I'm not a wedgetarian and besides I want these to do some pitchin' with." (And Iowa thinks they've got a lotta' corn up there). Well, everything's under control down here. Mr. Snowden dropped in for a couple days not long ago, and also Mr. Taylor, and we were mighty glad to see them. Hope all our "mutual" friends get "CBS"-minded when they think of San Antonio, Cousin, 'cause we sure are throwin' some mighty fine CBS and local shows out to all our KTSA listeners in South Texas. Tell 'em to ask any of our THS cousins about us. Gotta' run now. Don't forget to come see us during Fiesta Week, comin' up on April 21st!

Love and kisses,

Your Favorite Cousin
Katey Essay

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are making
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media plans

They are among the many whose sales executives are now evaluating local markets and media with the guidance of SALES MANAGEMENT's recent series, "How to Increase Sales Through Better Media Selection", by Arthur Hurd of the J. Walter Thompson Company.

Here's a small sample of the food and drug companies represented by the SALES MANAGEMENT subscribers who have ordered reprints of this study.

Wilbur Suchard Chocolate Company
Whitehall Pharmacal Company
Sunshine Biscuits, Inc.
Lehn & Fink Products Corporation
Standard Brands
Colgate-Palmolive-Peet Company
Ralston Purina Company
McKesson & Robbins
National Biscuit Company
General Mills, Inc.
Plough Sales Corporation
The Borden Company
The Andrew Jergens Company
Calif. Prune & Apricot Growers Ass'n.
Merck & Co., Inc.
Armour & Company
The Proctor & Gamble Distributing Co.
Worcester Salt Company
The Norwich Pharmacal Company
Minnesota Valley Canning Company
Meadow Gold Dairies, Inc.
Wagner Baking Corp.
The Sweets Company of America, Inc.
Vick Chemical Company

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Director of SALES

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THE LAST WORD ON MEDIA

Sales MANAGEMENT
386 FOURTH AVENUE, NEW YORK 16, N. Y.
CHICAGO SANTA BARBARA

FCC Actions

(Continued from page 69)

Decisions Cont.:

out prejudice to refiling after decision has been rendered with respect to applications of Crescent Bay Bcstg. Co., California Bcstg. Co. and Valley Bcstg. Co. heard in consolidated proceeding or after said applications have otherwise been disposed of, application of Long Beach Bcstg. Co. for new AM station 1460 kc 250 w unl.

FM—Conditional Grants

KTBS Shreveport, La.—Authorized conditional grant for class B FM station subject to further review and approval of engineering details.

William Avera Wynne, Rocky Mount, N. C.—Authorized conditional grant of class A FM station (in lieu of class B authorized Oct. 19, 1945), subject to further review and approval of engineering details (Comr. Durr voting no).

Coastal Bcstg. Co., New Bern, N. C.—Authorized conditional grant for class B FM station subject to further review and approval of engineering details.

Enid Radiophone Co., Enid, Okla.—Same.

Medford Printing Co., Medford, Ore.—Authorized conditional grant of class B FM station (in lieu of class A station authorized Jan. 30, 1946), subject to further review and approval of engineering details.

Eagle Printing Co. Inc., Butler, Pa.—Authorized conditional grant of class A FM station subject to further review and approval of engineering details.

FM—CPs Granted

FCC authorized CPs conditionally for 11 FM stations of which three CPs are in lieu of previous conditions (see story page 78). Commission also authorized CPs for five noncommercial educational FM stations (see story page 74).

FM—CP Cancelled

The Evergreen Bcstg. Corp., Seattle, Wash.—Granted request to cancel CP for new class B FM station because corporation intends to discontinue all broadcast operations.

Television Rules Waived

Upon consideration of request by Television Broadcasters Assn. for waiver of Sec. 3.661 (a) of television rules, Commission granted further extension to June 30.

BY THE SECRETARY

KUIN Grants Pass, Ore.—Granted CP make changes in vertical ant. and mount FM ant. on top of AM tower.

KSIG Crowley, La.—Granted mod. CP make changes in type of trans.

WIAC Hato Rey, P. R.—Granted mod. license move main studio location.

WLEX Lexington, Ky.—Granted license to cover CP which authorized new station 1340 kc 250 w unl.

WHDL Alegany, N. Y.—Granted license to cover CP which authorized installation of new trans.

WLCX LaCrosse, Wis.—Granted mod. CP which authorized new station for approval of ant., of trans. location, and to specify studio location.

KCTX Childress, Tex.—Granted mod. CP which authorized new station, for approval of ant., trans. location and change type trans.

WWBZ Vineland, N. J.—Granted license to cover CP which authorized new station 1360 kc 1 kw D and for change of studio location; cond.

KWSD Mt. Shasta, Calif.—Granted mod. CP which authorized new station, for approval of ant. and trans. location.

KHUZ Borger, Tex.—Granted license to cover CP which authorized new station 1490 kc 250 w unl.; cond., and for change of studio location.

Guz Zaharis, Charleston, W. Va.—Granted CP change trans. site of television station W8XGZ.

WWDT Detroit, Mich.—Granted mod. CP which authorized new television station to change trans. location and change type of trans.

The Western Conn. Bcstg. Co., area of Stamford, Conn.—Granted license to cover CP which authorized remote pickup station WCYO.

KRDU Dinuba, Calif.—Granted license to cover CP which authorized new station 1130 kc 250 w D; cond.

WWGP Sanford, N. C.—Granted license to cover CP which authorized new station 1050 kc 1 kw D; cond.; and for approval of studio location.

WHGB Harrisburg, Pa.—Granted CP install new trans.

WBBW Indianapolis—Granted mod. CP which authorized new station for extension of completion date to 8-31-47.

WHA-FM Madison, Wis.—Granted mod. CP which authorized new noncommercial educational station, for extension of completion date to 4-13-47.

WIRK West Palm Beach, Fla.—Granted mod. CP which authorized new station for approval of ant. and trans. location.

KSWO Lawton, Okla.—Granted mod. CP for extension completion date to 5-1-47.

KVGB Great Bend, Kan.—Granted mod. CP to change trans. type and for extension of commencement and completion dates to 60 days after grant and 180 days thereafter.

WRGA-FM Rome, Ga.—Granted mod. CP which authorized new FM station, to change completion date to 5-10-47.

KSUI Iowa City, Iowa—Granted mod. CP which authorized new noncommercial educational station to install new trans., increase power to 3 kw and make changes in ant. system.

KCRW Santa Monica, Calif.—Granted mod. CP which authorized new noncommercial educational station, to change studio location and for extension of commencement and completion dates to 90 days from date of grant and 90 days thereafter.

WKIL Kankakee, Ill.—Granted mod. CP which authorized new FM station, to make changes in ant. system and to change completion date to 7-20-47.

WJIM-FM Lansing, Mich.—Granted mod. CP which authorized new FM station, to change type trans. and make changes in ant. system.

WBEZ Chicago—Granted CP specify frequency 91.7 mc, install new equipment and make changes in ant. system.

KSD-TV St. Louis—Granted mod. CP for extension completion date to 6-11-47.

WFLB Fayetteville, N. C.—Granted mod. CP which authorized new station, to make changes in vertical ant.

KDFN Casper, Wyo.—Granted CP install new trans.

WDEF Chattanooga, Tenn.—Granted mod. CP for extension completion date to 4-1-47.

WTIC Hartford, Conn.—Granted mod. CP for extension completion date to 5-15-47.

WJLD Bessemer, Ala.—Granted mod. CP for extension commencement and completion dates to 4-1-47 and 9-30-47, respectively.

KVSF Santa Fe, N. M.—Granted mod. CP for extension completion date to 6-7-47.

KCMO Kansas City—Granted mod. CP for extension completion date to 9-15-47.

KDIX Dickinson, N. D.—Granted mod. CP which authorized new station, to change type trans.

WEST Easton, Pa.—Granted CP install new trans.

KQV Pittsburgh,—Granted mod. CP for extension of completion date to 6-6-47.

March 27 Applications . . .

ACCEPTED FOR FILING

License for CP

KOPO Tucson, Ariz.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

KWEM West Memphis, Ark.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KMBT San Bernardino, Calif.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

License for CP

KCOL Fort Collins, Col.—License to cover CP, as modified, which authorized new AM station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WDLP Panama City, Fla.—CP to change frequency from 1230 to 590 kc, increase 250 w to 1 kw, install new trans. and DA-N and change trans. location. —AMENDED: to use DA-DN.

License for CP

WBGE Atlanta, Ga.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

KCBC Des Moines, Iowa—License to cover CP, as modified, which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

KTRF Thief River Falls, Minn.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

AM—1450 kc

WMBH Joplin, Mo.—CP to make changes in vertical ant.

License for CP

KXLK Great Falls, Mont.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WDNC-FM Durham, N. C.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1400 kc

WGBR Goldsboro, N. C.—CP to install new ant. and mount FM ant. thereon.

Modification of CP

WCLT Newark, Ohio—Mod. CP which authorized new FM station, for extension of completion date.

KWHW Altus, Okla.—Mod. CP, as modified, which authorized new AM station, to change type of trans. and make changes in the vertical ant.

AM—1300 kc

KOME Tulsa, Okla.—CP to change frequency from 1340 to 1300 kc, increase 250 w to 1 kw-N and 5 kw-D, install new trans. and DA and change trans. location.—AMENDED: to modify DA-D.

License for CP

WHUN Huntingdon, Pa.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

AM—1240 kc

WKOK Newberry, S. C.—CP to install new trans.

AM—790 kc

WMC Memphis, Tenn.—CP to make changes in DA and mount FM ant. on top of AM tower.

License for CP

KVLF Alpine, Tex.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KDLK Del Rio, Tex.—Mod. CP, as modified, which authorized new AM station, to change type of trans.

KCOH Houston, Tex.—Mod. CP which authorized new AM station, for approval of ant., for approval of trans. location and to mount FM ant. on top of AM tower.

License for CP

KSST Sulphur Springs, Tex.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

WGH Newport News, Va.—License to cover CP which authorized installation of new trans.

FM—97.5 mc

Suffolk News Co., Suffolk, Va.—CP for new FM station on channel 248, 97.5 mc with 3.1 kw ERP.

FM—97.5 mc

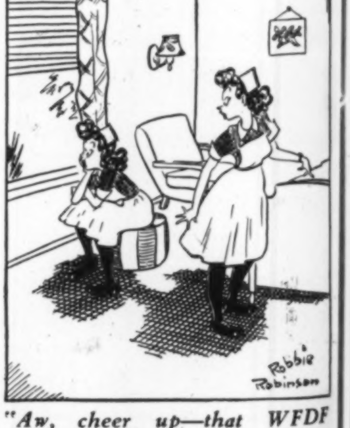
Tribune Pub. Co., Tacoma, Wash.—CP for new FM station on channel 248, 97.5 mc.

FM—Unassigned

Clarksburg Bcstg. Corp., Clarksburg, W. Va.—CP for new FM station on frequency to be asssigned by FCC with 2 kw ERP.

License for CP

KODI Cody, Wyo.—License to cover CP, as modified, which authorized new



"Aw, cheer up—that WFDF Flint announcer had to get better some day."

AM station and authority to determine operating power by direct measurement of ant. power.

APPLICATIONS RETURNED

FM—Unassigned

The First Baptist Church, Lubbock, Tex.—CP new FM station on 92.1 to 103.9 mc with 2.8 kw ERP. Incomplete.

Virgil Edward Otto and Robert Charles Meissner db/as Commander Industries, Oak Park, Ill.—CP new FM station on frequency to be assigned by FCC with 730 w ERP. Incomplete.

TENDERED FOR FILING

(Since Feb. 7)

Assignment of CP

KAGH Pasadena, Calif.—Consent to assignment of CP of FM station to Andrew G. Haley.

AM—1050 kc

Antigo Bcstg. Co., Antigo, Wis.—CP for new AM station 1050 kc 250 w D.

Hearings Before FCC . . .

MARCH 31 10 A.M.

Further Hearing

KROY Sacramento, Calif.—CP 1060 kc 10 kw unl. DA-N.

C. Thomas Patten, Oakland, Calif.—CP 1010 kc 10 kw D.

KYA San Francisco—CP 1060 kc 50 kw unl.

Pittsburg Bcstg. Co., Pittsburg, Calif.—CP 990 kc 1 kw unl. DA.

KVSM San Mateo, Calif.—CP 1260 kc 1 kw 5 kw unl.

AM—Hearing

WDEL Wilmington, Del.—For FM facilities.

Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.—For FM facilities.

To be held Room 213 Federal Bldg., Wilmington.

Further Hearing

C. Thomas Patten, Oakland, Calif.—CP 1010 kc 10 kw D.

Pittsburg Bcstg. Corp., Pittsburg, Calif.—CP 990 kc 1 kw DA unl.

MARCH 31-APRIL 1 10 A.M.

AM—Hearing

James A. Noe, Lake Charles, La.—CP 1230 kc 100 w unl.

Kola Bcstg. Co., Opelousas, La.—CP 1230 kc 250 w unl.

Respondent: KANE New Iberia, La.

To be held Federal Court Room, Lake Charles, March 31, and Federal Court Room, Opelousas, April 1.

MARCH 31-APRIL 2 10 A.M.

AM—Hearing

Hillsdale Bcstg. Co. Inc., Hillsdale, Mich.—CP 830 kc 250 w D.

Abe Lapides, Pontiac, Mich.—CP 830 kc 1 kw D.

Woodward Bcstg. Corp., Detroit—CP 840 kc 5 kw D DA.

To be held Supervisor's Room, County Court House, Hillsdale, March 31; Pontiac, April 1, and Room 859 Federal Bldg., Detroit, April 2.

APRIL 2 10 A.M.

AM—Hearing

Midland Bcstg. Co., Concordia, Kan.—CP 550 kc 5 kw D DA.

Fred Jones Bcstg. and Television Co., Oklahoma City—CP 550 kc 1 kw 5 kw unl.

Respondent: KCRS Midland, Tex.

Intervenors: KTSA San Antonio and KSD St. Louis.

Further Hearing

Western Bcstg. Assoc., Modesto, Calif.—CP 710 kc 1 kw D.

Pacifica Foundation, Richmond, Calif.—Same.

Respondents: KPO KQW KSFO San Francisco.

Further Hearing

Southern Illinois Bcstg. Co. Inc., Centralia, Ill.—CP 1430 kc 1 kw unl. DA-DN.

Alton Bcstg. Co., Alton, Ill.—CP 1410 kc 1 kw unl.

Metropolitan Bcstg. Co., Belleville, Ill.—CP 1430 kc 1 kw unl. DA.

WIL St. Louis—CP 1430 kc 5 kw unl. DA-2.

APRIL 2-3 10 A.M.

AM—Hearing

Sarkes Tarzian, Bloomington, Ind.—CP 1340 kc 250 w unl.

Radio Bedford Inc., Bedford, Ind.—Same.

To be held in City Council Chamber, City Hall, Bloomington, April 2, and County Court House, Bedford, April 3.

APRIL 3 10 A.M.

Further Hearing

KGKB Tyler, Tex.—CP 690 kc 1 kw-N 5 kw-D unl. DA.

KGGF Coffeyville, Kan.—CP 690 kc 5 kw-N 10 kw-D unl. DA-2.

KELD El Dorado, Ark.—CP 690 kc 1 kw unl. DA.

Respondents: KABC San Antonio and KFEQ St. Joseph, Mo.

APRIL 4 10 A.M.

AM—Hearing

Standard Tobacco Co. Inc., Maysville, Ky.—CP 1240 kc 250 w unl.

Respondents: WINN Louisville, Ky., and WCPO Cincinnati.

CONSTANT RETURNS
HERALD A CHANGE!
NOW 1000 WATTS
SOON 5000 WATTS
Halifax Nova Scotia
Ask
JOS. WEED & CO.
350 Madison Ave., New York

FCC Asked to Reconsider and Approve Sale of WTMV to Evansville on Air

THE JOHNS FAMILY petitioned FCC last week to reconsider and approve their $320,000 sale of WTMV East St. Louis to Evansville on the Air Inc. without a hearing.

WTMV, a 250-w outlet on 1490 kc, is owned by Myles H. Johns; his mother, Penrose H. Johns; his father, William F. Johns Sr., and his brother, W. F. Johns Jr. The family also owns WOSH Oshkosh.

The petition noted that the Johns family bought WTMV in 1945 for $105,000. They had planned to have W. F. Johns Jr., then in armed service, take over the operation when he returned. On that basis, it was noted, Evansville on the Air's first offer was rejected. But when the younger Johns returned, was unable to find living accommodations in East St. Louis and expressed a preference for St. Paul, his former home, the petition said they decided to negotiate with the Evansville group.

In response to the Commission's call for information on the Johns family's investments in the station since they acquired it, the petition said there has been no need for "substantial" capital improvements but that material changes had been made in programming. These, it was pointed out, include a complete change in the handling of newscasts; emphasis on sustaining broadcasts for local non-profit organizations, and inauguration of numerous remote broadcasts.

Operating Costs

Operating expenses averaged $11,700 a month when WTMV was bought in 1945, the petition asserted. The 1946 average, under Johns ownership, was listed as $16,745.

Evansville on the Air owns WGBF and WMLL (FM) Evansville, and operated WEOA Evansville until its sale late last year to WFBM Indianapolis interests under the Commission's duopoly rule. The petition noted that the company's qualifications have been "repeatedly approved" by FCC through the issuance of licenses and renewals to WGBF WEOA WMLL.

The petition was filed by Reed T. Rollo of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis on behalf of the Johns family, and by Leonard H. Marks of Cohn & Marks on behalf of Evansville on the Air.

Figured in KSTP Case

William F. Johns Sr., president of Ridder-Johns Inc., advertising firm, was a leader of the group of St. Paul-Minneapolis businessmen who unsuccessfully bid against Stanley E. Hubbard for acquisition of 75% of KSTP St. Paul [BROADCASTING, March 24]. He would have managed KSTP if transfer to the local group had been approved.

Hearing on the WTMV transfer was called by FCC on a 4-to-2 vote. Chairman Charles R. Denny and Comr. E. K. Jett voted to approve the sale. Comrs. Clifford J. Durr, Paul A. Walker, Ray C. Wakefield, and Rosel H. Hyde voted for hearing [BROADCASTING, Feb. 24].

Set Up New Office

FEDERAL TRADE COMMISSION announced last Monday establishment of an Office of Compliance, under the General Counsel, to supervise and coordinate all compliance and enforcement matters. Establishment of the office was result of long-felt need to keep closer track of compliance with cease and desist orders issued under the FTC and Clayton Acts. The Office will coordinate the work of reviewing reports of compliance with orders and prepare cases for recovery of civil penalties and for contempt proceedings in Federal Courts when violations of orders are discovered. Joseph S. Wright, formerly trial attorney on Commission staff, was designated Assistant General Counsel in charge of the office.

TV Waiver

FURTHER WAIVER of television's 28-hour rule, to June 30, was announced by FCC last Thursday. The action, taken on a request by Television Broadcasters' Assn., waives Sec. 3.661(a) of the television rules requiring video stations to operate at least two hours daily and 28 hours weekly.

We
Harness
Buying
Quotients
MEMPHIS

In plain English — "WHBQ produces more sales at lower cost." How? By giving every customer more coverage per dollar. A respectable Hooper—and better merchandising aids. Get the facts today.

CALL W. H. BEECUE

RAMBEAU
New York • Chicago • Hollywood

Hon. Jack Peters
H. W. Kastor & Son
New York City
Dear Jack:

Me and Myrt just finished listen' to the Charleston Symphony orchestra over WCHS . . . we've been broadcastin' their monthly concerts for almost three years . . . now I ain't much for this long hair stuff but I must be alone judgin' from the fine letters of appreciation we get from our listeners. . . . We're proud that WCHS can bring such fine programs to the folks of Southern West Virginia.

Yrs.
Algy

WCHS
Charleston, W. Va.

Legislative Mill

S. 736—Authorizing Commissioners of the District of Columbia to establish daylight saving time in the capital. Introduced by Sen. J. Howard McGrath (D-R. I.) on Feb. 28, and passed March 24 by vote of 56 to 17.

H. R. 2740—To provide standard time for all purposes. Introduced March 24 by Rep. Joseph P. O'Hara (R-Minn.) and referred to House Interstate Committee.

H. R. 2568—Identical with S-736 (above) expected to be approved by House District Committee for floor action first week in April. Sponsored by Rep. Everett M. Dirksen (R-Ill.).

Utah Enacts

NEW libel law enacted in Utah exempts broadcast stations from liability unless malice is shown. Stations may require complete copy of addresses or scripts prior to broadcast. Stations are not relieved of liability if anyone from the station prepared the broadcast, in which case the person uttering the remarks would not be liable. A similar bill passed by the Idaho Legislature was vetoed by Gov. C. A. Robins.

Bars, Grills Using Video Sets Exempt From Amusement Tax, New Ruling Says

A RULING that restaurants, bars and other establishments which have installed television sets for the entertainment of their patrons are not subject to the 20% amusement tax was issued last week by Joseph Nunan, U. S. Commissioner of Internal Revenue. This reverses an earlier interpretation of the Federal Internal Revenue Code, which had held television sets in public places as coming under the "cabaret entertainment" classification and so subject to the tax.

New ruling follows action taken by Television Broadcasters Assn. to free television of the handicap which the tax would have imposed. Bars and grills have been among the most avid purchasers of video receivers, particularly the large-screen sets, providing set makers not only with a good immediate market for their products but also with an excellent means of demonstrating television reception to sports fans and others who may be influenced thereby to purchase home receivers.

As soon as the proposed application of the cabaret tax to television was announced, TBA President J. R. Poppele, vice president and chief engineer of Bamberger Broadcasting Corp., operator of WOR New York and currently constructing a video station in Washington, met with Commissioner Nunan to present the industry's views. He followed up his visit with a letter [BROADCASTING, March 24]. Last week the Commissioner wrote Mr. Poppele a letter whose final paragraph reads:

"As a result of a thorough review of the circumstances under which television sets are operated and of the nature of the entertainment afforded by them, the Bureau has reached the conclusion that the maintenance of television sets in restaurants, bar rooms and similar public places will not operate to render such places subject to the tax imposed by Section 1700 of the Code as amended unless other entertainment is furnished or dancing privileges are provided."

ASCAP Dinner

BROADCASTERS were well represented at the head table of the annual ASCAP dinner last Thursday, accounting for half of the honored guests and giving rise to numerous comments on the change in radio-ASCAP relations in the past few years.

Radio's representatives included:

Justin Miller, NAB president; Brig. Gen. David Sarnoff, RCA president; Edward J. Noble, ABC board chairman; Edgar Kobak, MBS president; John Shepard 3rd, Yankee Network president; Theodore Streibert, WOR president; A. L. Ashby, NBC vice president; Joseph A. McDonald, ABC vice president; Joseph H. Ream, CBS vice president; Robert D. Swezey, MBS vice president; Julius F. Brauner, CBS general attorney, and M. H. Aylesworth, business consultant and former president of NBC, whom Deems Taylor, ASCAP President, introduced as "old man radio, himself."

Truman on Air Apr. 21

PRESIDENT Harry S. Truman will be heard on all four networks April 21, 1:45-2 p. m., when he addresses the annual Associated Press luncheon to be held at the Waldorf Astoria Hotel, New York.

CCNY Awards

(*Continued from page 20*)

unusually effective promotion of a public service radio program, *Traffic Jam in the Cornfields.*

WING Dayton, Ohio, for unusually effective over-all station promotion.

WNBC New York, for unusually effective over-all station promotion.

KXOK St. Louis, for unusually effective promotion of a sponsored program, *Rush Hughes Program.*

Awards committee, in addition to Chairman Peatman, included the following radio editors of the advertising and amusement press: Paul Ackerman, *Billboard;* Victor Dallaire, *Printers' Ink;* E. W. Davidson, *Sales Management;* Joe Koehler, *Sponsor;* Lawrence M. Hughes, *Advertising Age;* Bruce Robertson, BROADCASTING; M. H. Shapiro, *Radio Daily.*

PUTTING the facts on the table is **Niles Trammell (r), NBC president** with Dr. and Mrs. Ray H. Manson at the NBC stations meeting held at the Waldorf-Astoria in New York. Dr. Manson, Stromberg-Carlson president, represented WHAM, Stromberg-Carlson-owned Rochester station.

Peabody Awards

(*Continued from page 20*)

grams inaugurated and broadcast during 1946 by a regional station (above 1 kw) which made an outstanding contribution to the welfare of the community or region the station serves.

2. That program or series of programs inaugurated and broadcast during 1946 by a local station (1 kw or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

In connection with the Peabody Awards, listening post committees are set up each year throughout the United States under the leadership of Mrs. Dorothy Lewis, coordinator of listener activity for NAB. Recommendations of these committees are made to the Peabody Awards national advisory board. Members of this board include:

Edward Weeks, editor, the *Atlantic Monthly*, chairman; John H. Benson, formerly president, American Assn. of Advertising Agencies, New York; Bennett A. Cerf, president, Random House Inc., New York; Jonathan Daniels, editor, *Raleigh* (N. C.) *News and Observer;* Mark Ethridge, publisher, *Louisville Courier-Journal* and *Times;* Earl J. Glade, mayor of Salt Lake City; Joseph Henry Jackson, literary editor, *San Francisco Chronicle;* Waldemar Kaempffert, science editor, *New York Times;* Dr. I. Keith Tyler, director of radio education, Ohio State U.; Mrs. Elizabeth Ames, executive director of "Yaddo," Saratoga Springs, N. Y.; Dixon Wecter, professor of English, U. of California, and associate fellow, Huntington Museum, Los Angeles. Dean Drewry and Marion Smith, acting chancellor, University System of Georgia, are ex-officio members.

A QUESTION OF MUSIC : QUIZ PARTNERS, INC.

WTAG
Scores Big Hit

with Quiz Shows of Network Calibre Keyed for Local Appeal

Leave it to WTAG experts when it comes to promoting audience response, a natural goal sought by every advertiser. They've scored again with two smash-hit quiz shows, QUIZ PARTNERS, INC.† and A QUESTION OF MUSIC.† Quiz Partners, Inc., an audience participation show with "dividends" and stockholder's bonus prizes ranging from pressure cookers to pearls, fills WTAG's Little Theatre five days a week.

A Question of Music is an informal and entertaining daily half-hour with the WTAG Jury of Experts, who answer questions submitted by listeners. An amazing listener mail response, with questions touching all phases of music from Bach to Beale Street, keeps the program sparkling and fast-moving. Noted personalities visiting Worcester frequently appear as guest jurors.

No wonder WTAG programs pay big dividends to advertisers in this $300,000,000 high income* market.

†*Both of these shows available for participation.*

**Food purchases 53% above national average.*

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

580 KC
5000 Watts

BASIC CBS

Utility Taxing Bill In Indiana Opposed

Spread of Concept Is Feared; Free Speech Threat Seen

ACTION to prevent spread of a uniform tax law in which radio and television stations are classified as public utilities is developing with passage of a bill by the Indiana General Assembly. The bill is modeled on a uniform measure proposed by the American Bar Assn. Indiana is believed to be the first state to pass it.

Though the measure specifically states that broadcast and TV stations are classified as public utilities only for tax purposes, Indiana broadcasters suggest it may be the first real step in state governments to impose public utility control on the industry.

Is FCC License Taxable?

The Indiana tax board is given power to assess property, "real and personal including all rights, franchises and privileges." This raises the question whether a station's FCC license, an extremely valuable intangible, or network affiliation agreement will be assessed.

Possible suppression of freedom of speech through the tax power also is involved in the measure. Another angle involves distribution of tax funds among governmental units, since stations frequently have studios in one county and transmitter in another, paying property taxes already in both counties. Even more important, many broadcasters fear, is the danger that growth of the public utility concept will lead to eventual control over rate structures as well as program material.

NABET'S NEGOTIATIONS WITH NBC, ABC DROPPED

NEGOTIATIONS with NBC and ABC have been suspended indefinitely by the National Assn. of Independent Broadcast Engineers and Technicians in order that its committee may report back to members the details of the past three weeks' negotiations, it was announced on Thursday by the union.

The last counter proposal from the networks for a 5% across-the-board wage raise was refused by NABET.

Negotiations are continuing, however, with WOR New York, which last Wednesday offered a salary increase of 7½%. This offer, according to the union, is being considered.

Current contract expires May 1.

TV and Fax for UN

TELEVISION AND FACSIMILE will be "built in" features of UN headquarters in New York City, according to the chief UN architect, Wallace K. Harrison.

Best Guess

POOL held at ABC's Central Division to pick Hooperating of Margaret Truman's debut with Detroit Symphony Orchestra March 16 was won by Florence Capter, secretary of sales department. Florence walked off with the $19.75 kitty after members of ABC staff, agency men, local radio editors, columnists and others had kicked in at 25c a throw. Actual Chicago rating on the program was 18.02. Florence's guess: 18.0.

Armstrong

(Continued from page 18)

tions were made in 1940 with a 40 and a 5 kw transmitter operating at Alpine on adjacent channels. With one blank channel in between the problem of cross talk between stations located together simply does not exist.

The problem begins to exist, however, when the stations are separated, and it is at its worst when one of them is located in, and the other out of, town. Under these conditions interference will occur, not, as is implied in your editorial, throughout the service range of the stations, but in some relatively small area around each of the two stations, the most important of which, of course, is around the station in town.

By building more selectivity into the receivers, these interference areas can be progressively reduced to any desired value, all of course at greater expense to the listener. But the question arises: "Who is it that wants to penalize the listener in this way?"

According to your story, there was one FM station in Syracuse giving excellent service. There were 97 additional channels to choose from, any one of which would have reduced the interference problems to negligible proportions, yet not one of them were chosen. Why not?

It is my understanding that applications have been made for six stations in Syracuse and that it is proposed to assign them to alternate channels. This will, of course, result in all of the listeners' local stations being bunched within a half-inch or so on the dial. Now assuming that the cross-talk problem is eliminated, as it can be technically by locating all stations in the same geographical location, has it been explained how the listener is to select the station he wants by any process other than beginning at one end and counting the stations as he goes through them? Certainly no receiver on the high band will hold its calibrations accurately enough to enable the listener to make his selection by the dial. And what would happen if one of the stations were off the air?

The answers to these questions will be awaited with much interest, as will also the names of the "top radio executives" who so cheerfully predict the early demise of FM. That came very close to happening when the FM band was shifted upward. For a year FM's fate hung in the balance. But it is off dead center now and it will take more than a stability problem to kill it. That will merely cost the listener more money.

Taylor Given Time

NBC is giving its 15-minute public service program space next Friday (10:45-11:00 p.m.) to Sen. Glen H. Taylor (D-Idaho) to comment on President Harry Truman's Greek-Turkish economic relief plan. Sen. Taylor had complained on the floor of the Senate last Wednesday that refusal of Foreign Relations Committee Chairman Arthur H. Vandenberg (R-Mich.) to permit NBC and MBS to broadcast all hearings on the Greek-Turkish proposed program has resulted in a "one-sided presentation" of an important public issue. Sen. Vandenberg replied that refusal had been necessary because of cramped quarters in the hearing room.

PHILIP WHITTEN DIES WHILE ON PLANE TRIP

PHILIP WHITTEN, general sales manager of Tobacco Network Inc. since Oct. 1, 1945, who previously served at different times as account executive of MBS, CBS and the old Blue Network (ABC), died of a heart attack March 21 on a plane flight from Charlotte, N. C., to New York, his home. He was 53 years old.

Mr. Whitten

A graduate of Amherst College, Mr. Whitten joined CBS as account executive in 1930. He left three years later to become sales manager of WINS New York, and still later took a similar post with WHN New York. In 1937 he opened his own advertising agency in New York, reentering the network business in 1942 as account executive of the old Blue Network. He became account executive of MBS in 1944, and remained in that post until he was named general sales manager of Tobacco Network.

Mr. Whitten is survived by his wife, Barbara Maurel, singer; a son; two daughters; a brother, and two sisters.

WANTED!

CLEVELAND'S *Chief* STATION

CLEVELAND'S CHIEF STATION is wanted by smart advertisers. Why? Because, for many months WJW has stolen the morning Hooper in Cleveland?

Now—WJW's afternoon performance warrants great attention. The day-long captivation of more dialers per dollar than any other Cleveland station intensifies the advertiser's demand for WJW and the capture of large profits in Ohio's richest market.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Watch for it!

WLAW

WITH

50,000 WATTS

ON

680 KILOCYCLES

Watch for the announcement when WLAW goes to 50,000! Coverage area: Maine to Rhode Island. Over 100 millivolts delivered to Boston! Basic Station: American Broadcasting Co.

STUDIOS:
BOSTON, LAWRENCE, LOWELL, MASS.

NATIONAL REPRESENTATIVES.
WEED & CO.

WINS
AT
WORK

Means every effort is being exerted to make it a better vehicle for listeners and an honest, resultful medium for advertisers.

WINS

CROSLEY BROADCASTING CORPORATION

Spring Meeting of ANA Will Be Held At Hotel Drake, Chicago, April 7-9

SPRING MEETING of the Assn. of National Advertisers, patterned on what ANA members consider the most pressing problems facing them today, will be held April 7, 8 and 9 at Chicago's Hotel Drake with approximately 300 in attendance, it was announced Thursday by William N. Connolly, advertising manager, S. C. Johnson & Son Inc., and chairman of the association's program committee.

The first morning, April 7, a panel of experts will present their findings on the developments and uses of market research. Members of the panel include Robert B. Brown, vice president, Bristol-Myers Co. and vice chairman of ANA, as chairman; Lyman Hill, Servel Inc.; Frank Mansfield, Sylvania Electric Products, and Richard Crisp of S. C. Johnson & Son.

The afternoon session April 7 will center around the subject of media changes and selection and will feature talks by Ben Duffy. president, BBDO, New York, and Del Everett, research director of the Ford Motor Co. Additional sessions on measuring advertising results and merchandising advertising to salesmen and dealers will be handled by Jack Kurie of M & M and George Percy of the Bauer & Black Division of the Kendall Co., respectively.

Since figures show some 40% of the nation's population living in rural communities, the topic for Tuesday afternoon will be the U. S. agricultural market, with Dan Ross of the Agricultural Publishers' Assn. and Wheeler McMillen, president and principal founder of the National Farm Chemurgic Council, leading the discussion. In another session that afternoon, D. B. Hobbs of ALCOA, chairman of the ANA films committee, will lead a panel discussion on production and distribution of business-sponsored motion pictures.

"Tool of Management"

Under the chairmanship of Howard Chase, director of public relations, General Foods Corp., Wednesday's session will be devoted to several phases of advertising "as a tool of management" and will feature talks by Jack Smock of Foote, Cone & Belding, Los Angeles, and Evans Clark, chairman, public advisory committee of the Advertising Council. Following this, R. J. Canniff, Servel Inc., and Erle B. Savage Jr., General Mills Inc., will discuss ways and means advertising can sell ideas and the economic concepts on which the nation is founded.

Praise for program plans came from Thomas H. Young, advertising director of the U. S. Rubber Co. and chairman of the ANA board, who said, "At our meeting in Chicago we will have the opportunity through formal sessions and informal discussions to get information and ideas which probably aren't available anywhere else."

Sellers of Sales

(Continued from page 10)

(Derby Foods) network show, the agency has two local shows, *Melody Lane* and *Hi-Time* (Wieboldt's Department Stores).

Born in Owensville, Ind., Aug. 29, 1902, Alan graduated from Earlham College, Richmond, taught public speaking and English at Friend U. for two years, attended the U. of Chicago one summer, then went to Yale for two years to study in the Yale Theatre under George P. Baker.

Aspiring to be a stage director, Alan joined the Little Theatre of Duluth. In 1932 he moved to Waterbury, Conn., where he directed plays for the Civic Theatre and worked part time as an announcer at WBRY (then WIXBS). "Those were the days when you closed the station at 1 a.m. and opened it 7 a.m.," Alan recalls.

Alan's next move was to New York where he joined the producing firm of Potter & Haight. After several seasons he went with Herman Shumlin as stage manager of "Sweet Mystery of Life." One afternoon he heard from a friend who was seeking a director for *Orphan Annie*, Chicago-originated show.

Alan accepted the offer, packed his "long haul" bag for the last time, and moved to Chicago in October 1935. In the ten years that followed he directed and supervised a dozen daytime dramatic serials originating in Chicago.

In June 1945 Alan moved over to Needham, Louis and Brorby, where he is radio director.

He was married to Esther Henby of Greenfield, Ind., in 1926. They have two children, David, 15, and Stuart, 10. His hobbies include square dancing, flycasting, curling (a Scottish game originated in 1522) and convivial conversation.

100 STATIONS TO FETE ATLANTIC REFINING CO.

MORE THAN 100 radio stations which have carried football and baseball broadcasts sponsored by Atlantic Refining Co. will show their appreciation of the company's consistent efforts to maintain a high standard of broadcasting at a banquet to be held at Philadelphia's Warwick Hotel April 21. This announcement was made today by Frank R. Smith, general manager of WWSW Pittsburgh and chairman of the Sports Broadcasters Tribute Committee, who said a trophy would be presented to executives of Atlantic. Representatives of the N. W. Ayer & Son advertising agency also will be honored guests.

Mr. Smith

Attending the banquet will be executives of stations sport celebrities.

CP's for Five New Educational FM's

CONSTRUCTION PERMITS were granted last week by FCC for five new non-commercial educational FM stations. Six non-commercial educational FM outlets are now licensed by the Commission and 23 such stations are under construction. In addition 16 applications in this category are pending.

Last week's five grants were made to a city school system, a state college, two state universities and a school for adult education. The grantees and respective facilities assigned (power given is effective radiated power and antenna height is height above average terrain):

Board of Education, Toledo—Channel 215, 90.9 mc, 800 w, 200 ft.

Pennsylvania State College, State College—Channel 215, 90.9 mc, 35 kw, 925 ft.

U. of Indiana, Bloomington—Channel 215, 90.9 mc, 45 kw, 550 ft.

U. of Alabama, Tuscaloosa—Channel 219, 91.7 mc, 14.2 kw, 330 ft.

Junto Inc., Philadelphia—Channel 212, 90.3 mc, 20 kw, 350 ft.

5000 WATTS

WMBG

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

White Proposals

(Continued from page 17)

will be allowed to use the airways to perpetrate palpable fraud;

Create an adequate clearing house for praiseworthy and especially successful new program ventures, so that those broadcasters who are honestly seeking to improve their service will have the benefit of all the brains and imagination in the industry;

Explore the possibilities for multiple programming from a single station, with a view to serving neglected areas and minority tastes more adequately.

With the same aim in view, juggle their programs so as to place more of those designed for general public education and for minority tastes in the better listening periods;

Experiment, experiment, experiment; the public is expected to gamble two or three billion dollars on new AM, FM and television receiving sets within the next five years; surely, the broadcasters should do some gambling on better, fresher, more varied fare.

On Overall Relations

To the broadcasters, that they:

Stop trying to rationalize on accidental and unnatural relationship, steel themselves against the reflex cries of anguish from those who habitually cry before they are hurt, and take the first long step toward that "freedom of the press" for which they clamor; adoption of the practice of offering time for the advertising of commercial goods and services only on the basis of time-periods limited to 120 consecutive seconds between programs, the programs to be developed entirely by the broadcasters and to have no topical or other connection, except for the coincidence of time sequence, with any advertising matter;

Take the initiative in cooperating with the FCC to bring about an early court test of the constitutionality of the Mayflower Decision and the Blue Book;

Stop dreaming of a day when there will be no governmental regulation of radio;

Stop cheapening the First Amendment by invoking it every time the FCC issues a routine ruling;

Follow the lead of FCC Chairman Denny and NAB President Miller toward harmonious cooperation between the industry and the FCC.

To the FCC, that it:

Either amend the Mayflower Regulation to permit broadcasters to air their partisan views, on condition that they provide equal time for an answer, or enforce it in an instance which will insure its speedy review by the courts as to constitutionality;

To the NAB, that it:

Draft a "Code of Standards" calling for the immediate establishment of an arm's-length relationship between broadcasters and advertisers, indorsing such portions and basic principles of the FCC Blue Book as appear to the better broadcasters to be reasonable and workable, and pointing the way toward improving techniques in the handling of discussion of controversial public issues and in the presentation of useful information generally;

Prepare to publicize, thoroughly and impartially, flagrant individual departures from the Code.

To the Department of Justice, the FCC and the Congress, that they:

Take whatever steps are necessary to insure that the NAB has the proper legal sanction under the antitrust and other laws for the above.

To the Congress, that it:

Recognize that the recent congressional election results in no wise constituted a popular mandate to make punitive expeditions against executive agencies where no evidence of inefficiency or willful wrongdoing exists;

Examine the FCC with a view to discovering how to support it more adequately in terms of adequate funds and personnel and unflagging congressional support of its proper quasi-judicial functions against improper pressures, including those of its own members.

To the newspaper and magazine press, that it:

Support the broadcasters in their quest for equal constitutional freedom provided that the broadcasters meanwhile qualify themselves for such guaranties by securing their freedom from advertisers;

Devote at least as much emphasis to honest, constructive criticism of radio as a medium for entertainment and public information as they now devote to honest, constructive criticism of the theater, books, and motion pictures.

To all who may be interested in the improvement of radio, that they:

Explore the possibilities of greater listener participation in the evaluation of radio fare.

FIRST OSCAR air performance of *Best Years of Our Lives* was carried recently by CBS *This Is Hollywood* (Camay). Together after show were: (l to r): Frank Woodruff, producer; Hedda Hopper, program m.c.; Harold Russell, armless veteran who appeared in radio version as well as screen play; Karl Schullinger, West Coast manager of Pedlar & Ryan, agency servicing account; Gil Ralston, director of night-time radio, Procter & Gamble Co., Cincinnati.

NAB Group to Start Rewriting Code; Program Executive Committee Meets

GROUNDWORK for the long-range task of writing a new set of Standards of Practice covering broadcasting will be laid today (March 31) at a meeting of the NAB Special Standards of Practice Committee, to be held at the Waldorf-Astoria, New York.

Directing the committee's code-writing undertaking will be Robert D. Swezey, MBS vice president and general manager, recently named by President Justin Miller to serve as committee chairman.

Movie Experience

Preliminary code details were to be reviewed Sunday, prior to the meeting, by the chairman and key NAB headquarters officials including Judge Miller; C. E. Arney Jr., secretary-treasurer, and Don Petty, general counsel. They will go over a series of reports and memoranda.

The antitrust angle of code writing offers some of the most difficult problems facing the committee, which is expected to draw up enforcement technique.

The code problem is expected to be among subjects facing the NAB Program Executive Committee which meets at the Waldorf-Astoria Tuesday and Wednesday with Merle S. Jones, WOL Washington, as chairman. Harold Fair, recently named to head NAB's new Program Dept., will take part in the meeting though he is not expected to take his desk in Washington until mid-April.

KFMB
sells
SAN
DIEGO

KFMB is San Diego's exclusive ABC station. Followers of ABC top flight shows **depend** on KFMB for primary reception. They listen. We sell. You profit.

KFMB*

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

1947
A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

Shortwave Proposal

(*Continued from page 13*)

participation by private organizations which might operate within or without the confines of the foundation itself.

He told a "background" news conference last Tuesday that the Foundation would "as an outside operation" improve programs, secure greater talent, result in more cooperation by private groups and put the "risk-taking" back in programming for overseas listeners.

State Dept. programming, he explained, "is the most conservative that you can find in any media of communications today." This is necessarily so, he said since the "Voice of America" is recognized as the voice of the United States Government and must be so completely neutral in color that it "loses zest" in the process of refinement.

Authority To License

If the proposed bill became law in its present form the Foundation would be established with whatever funds the State Dept. had available for international broadcasting at the time of approval. Control of international shortwave frequencies would be transferred from the FCC to the Foundation. It was learned that FCC has already agreed to release its authority over the frequencies concerned.

IBF would become in effect not only a broadcasting agency, but a licensing authority for whatever groups or organizations wished to conduct their own international broadcasting operations. The proposed bill provides, in this instance, that the Foundation "may permit a group or organization owning international broadcasting facilities the use of designated international radio frequencies available to the Foundation in order to permit such a group or organization to broadcast internationally by shortwave; provided, however, that the Foundation finds that the international broadcasting programs of such a group or organization are in the public interest with due regard to the foreign policy of the United States and the necessity for adequate world wide coverage . . ."

Operating personnel of the Foundation would not be subject to civil service laws, and salaries would be set independently of any government standards. This provision is designed to attract talent not generally available to the government.

Accompanying the draft of the proposed bill was a memorandum from Mr. Benton to Secretary of State George C. Marshall, dated March 1, in which the Assistant Secretary's major arguments for IBF were propounded.

TWO TOP personalities on WCBS New York, Margaret Arlen (l) and John Reed King (r), go over terms of new long-term contracts with Arthur Hull Hayes, WCBS general manager. Miss Arlen is heard on her own program, Mon.-Sat., 8:45-9 a.m., and Mr. King is m.c. of *Missus Goes A-Shoppin'*, Mon.-Sat., 8:30-8:45 a.m.

The memo explained that the "discrepancy" between the volume of domestic and international broadcasting is due to the fact that the latter is not profitable. There have been financial rewards for enterprise in domestic broadcasting but no financial returns for the enterprise and expense involved in international broadcasting—and little prospect if any for the future, said the memo.

Quotes Gen. Sarnoff

Mr. Benton quoted Brig. Gen. David Sarnoff, RCA president, as having estimated in 1943 that national interest in peacetime would require "at the start not less than $15,000,000 or $20,000,000 a year for international radio activities, as well as unification of purpose and policy."

Mr. Benton also stressed shortage of available frequencies as "so acute that a single entity must coordinate our international broadcasting" to get most effective use of those frequencies to which the U. S. does have access.

He dramatized crucial nature of the frequency shortage by pointing out that whereas 56 wavelengths are now being used by the State Dept.—many of them having been pre-empted during the war—the U. S. had registered priority on only 19 frequencies before the war. He predicted that the "already overworked" number of frequencies now used by the U. S. will be contested at the International Telecommunications Conference in May through demands from other countries and services, and that "those allocated to the United States will almost surely be inadequate for our needs."

Capitol Hill Cool

Reception of the plan on Capitol Hill was cool, with future action apparently to be determined largely by treatment given to this year's money requests for current State Dept. international broadcasting [BROADCASTING, March 24]. The mixed domestic-international aspects of the proposal resulted in some confusion on the Hill as to which committees have primary jurisdiction over it.

Sen. Arthur H. Vandenberg (R-Mich.) as Senate president pro tem referred the bill to the Interstate and Foreign Commerce Committee, noting that "inasmuch as the bill has to do primarily with the creation of a domestic corporation dealing with the subject of radio broadcasting internationally, it seems . . . that the radio phase overrides whatever the international character of broadcasting involves . . ."

On the House side, however, the bill was referred to the Foreign Affairs Committee—a choice permitted by the very international nature of the bill mentioned by Sen. Vandenberg.

Hearings Planned

Both House and Senate Committees plan extensive hearings on the Foundation proposal, although committee sources expressed doubt that crowded schedules would permit its consideration until toward the end of this year's session.

First industry reaction, meanwhile, found the same divergency of viewpoint evidenced in a preliminary survey by BROADCASTING in February [BROADCASTING, Feb. 24].

Walter Lemmon, president of World Wide Broadcasting Foundation, bitterly opposed the plan as striking at "the very basis of freedom of expression and freedom to listen . . .," while James D. Shouse, president of Crosley Broadcasting Corp. expressed himself "in entire agreement with the proposal . . ."

Declared Mr. Lemmon "If adopted, it (International Broadcasting Foundation) would arbitrarily put out of existence all American enterprise in the field of international broadcasting, both now and in the future.

"It is difficult to believe that the Congress . . . will foster such a form of monopoly, which might prevent Americans from speaking readily and without censorship directly to peoples of other countries over the radio."

Mr. Shouse said he does not believe "government advice on international broadcasting in any way constitutes a threat to our American system of broadcasting." He stated belief that "our government should at all times be supported and should never be denied the right to disseminate the views of our government and its policies through the medium of international shortwave radio," adding that "the real threat to the American system of broadcasting comes from without and not from within."

NAB recommended acceptance of the State Dept. proposal as the "most practical" means to reach the peoples of the world at the present time but emphatically suggested "further explorations by both industry and the government . . . into the possibility of conducting international radio in a manner which is more in harmony with the free system of American domestic broadcasting."

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC
Mutual Broadcasting System

MBS BMB

CLEVELAND TELE POST IS GIVEN JACK HARTLEY

J. HARRISON (Jack) Hartley, director of news and special features of NBC television, resigns April 15 to take a top executive position with WEWS Cleveland, video station of Scripps - Howard Radio now under construction.

Mr. Hartley

WEWS studios and offices will be located at 1816 E. 13th St., Cleveland, which will be completely remodeled. Transmitter tower will be erected in Parma, a suburb. The station has about $270,000 worth of equipment on order from Allen B. Du Mont. Labs.

B&B in Toronto

H. D. ROACH, formerly with McKim Advertising Ltd., Montreal, has been appointed by Benton & Bowles, New York, as Canadian representative in the opening of a service office in Toronto, Ont., it was announced last week by Clarence B. Goshorn, Benton & Bowles president. Previous to his association with McKim, Mr. Roach, who will service the Benton & Bowles Procter & Gamble account in Canada, was with the advertising department of Imperial Tobacco Co. Ltd., of Canada.

Standard Time

(*Continued from page 20*)

which did not observe daylight saving time.

". . . concerning the percentage of the country which observed daylight-saving time, the latest year for which a study has been made is 1941. In that year, a compilation by the National Association of Broadcasters indicates that approximately 35,000,000 people, or 25% of the population, resided in cities and communities observing daylight-saving time. These 35,000,000 people represented approximately 28% of the total radio families in the United States . . ."

But whether broad legislation to provide uniform time for all the nation's commerce will gain any headway in the House remained a matter for speculation, dependent to a large degree on urging from the public. The House Interstate and Foreign Commerce Committee has an early bill for uniform time [BROADCASTING, March 17] but has scheduled no hearings.

In addition to Mr. O'Hara, another Committee member, Rep. Harris Ellsworth (R-Ore.) favors establishment of a single time standard. Mr. Ellsworth, a station owner—KRNR Roseburg—told BROADCASTING that radio needs to have uniform time standards by which to operate, both for the sake of the industry itself, and for the benefit of the listening audience.

New Fulltime Local Indicated For Mobile In Proposed Ruling

A GRANT to Gulf Broadcasting Co. for a new 250-w fulltime station on 1340 kc at Mobile, Ala., the city's fifth outlet, was anticipated by FCC last week in a proposed decision on three Mobile applications involving 1340 and 1330 kc.

The two other applications, mutually exclusive with the Gulf request, were given proposed denials. They were filed by Burton Broadcasting Co. (for 1340 kc, 250 w), and Mobile Broadcasting Co. (1330 kc, 5 kw day, 1 kw night).

In making its choice, FCC noted that Mobile Broadcasting's proposed operation would violate NARBA by increasing the nighttime limitation to XEFC Merida Yucatan, Mexico, to a point "clearly excessive." Program plans, diversified ownership, and experience of the owners contributed to the choice of Gulf over Burton.

Gulf's Qualifications

Gulf Broadcasting, it was pointed out, is owned by eight Mobile residents and two non-residents. The local group represents "diverse business, professional and community interests." All stockholders will be directors "to afford them opportunity to participate in the station's affairs." The nonresident stockholders — Ernest D. Black, president and half-owner of WBML Macon and vice president and 25% owner of WDAK Columbus, Ga., and Allen M. Woodall, president, general manager and 25% owner of WDAK—"are experienced broadcasters who would be expected to contribute to the proposed operation the benefits of their practical knowledge of broadcasting."

Gulf's program plans, FCC added, anticipate "a balanced schedule based on a network affiliation not now available in the Mobile area [Mutual], and diversified local program service."

Burton Broadcasting is owned by Gillette and Jesse Gilbert Burton Jr., brothers, both residents of Mobile. FCC said "neither of them has had broadcasting experience or training or any extensive business experience," and that "it is difficult to evaluate their program plans since, in preparing their program exhibits, they appear not to have taken into account the effect upon such schedules of the network arrangements [Mutual] which they contemplate. The partners expect to organize and manage the proposed station; yet, they have not evidenced the respects in which they are equipped to perform such responsibilities."

The Burton brothers, step-sons of W. O. Pape, licensee of WALA Mobile, both served in the armed forces during World War II. It was pointed out that Gillette had been employed as a salesman of structural steel by Burton Brothers Inc., subsequently was a draftsman for Mobile Planning Board, later organized National Film Service, which proved unprofitable, and more recently joined his brother in forming a pecan marketing venture which also was unsuccessful and has been discontinued.

Gulf Broadcasting, winner of the proposed grant, is headed by Melvin A. Metzger, who is associated with his brother Leonard in real estate, retail store, and other businesses. He and Leonard Metzger, treasurer, would jointly own 25% of Gulf stock. Mr. Black has a 29.1% interest. Mr. Woodall, who has 4% of Gulf stock, would retain his connection with the Columbus station but devote most of his time to the Mobile operation during its development period.

Other stockholders include Ogden Shropshire, securities dealer, and E. Roy Albright, drug store owner, who have 10% each; Dr. C. M. Cleveland, physician, 5.5%; S. Palmer Gaillard Jr., attorney, 8%; and Albert W. Metzer and Julius Kretzer, son and son-in-law of Melvin Metzger, who have 4.2% each which was given them by the elder Metzgers. Mr. Kretzer would be assistant manager of the station.

Mobile Broadcasting is a partnership of Sam J. Ripps, owner of S. J. Ripps & Co. and associated with other Mobile businesses including Gulf Coast Tobacco & Jewelry Co. and Sar Realty Co., and Joseph T. Gardberg, former professor of engineering with technical experience at several stations including WDSU New Orleans and WFMJ Decatur, Ala., and now owner of Domestic Appliance Co. at Mobile. Mr. Ripps has two-thirds interest in Mobile Broadcasting; Mr. Gardberg, one-third.

No Replacement

LESLIE ATLASS SR., vice president and general manager CBS Western Division Chicago, said no replacement would be made for Ralph Hatcher, CBS midwest stations relations manager, transferred last week to New York to head newly formed CBS co-op sales office.

REGULAR FAX SERVICE PLANNED FOR FALL

FACSIMILE EXPERIMENTS initiated by John S. Knight, editor and publisher of *The Miami Herald*, have borne out his prediction [BROADCASTING, March 3] that although the novel reproduction device is not ready to displace daily newspapers it is usable as a supplement to regular editions.

Success of the experiments—carried on over a two week period during which more than 50,000 people witnessed transmissions—now provide the basis for further development work which, it is planned, will lead to introduction of regular facsimile transmission as a *Herald* feature next fall.

Mr. Knight declared that facsimile has proved to be "a radical departure in dissemination of printed news and one which promises a better informed public. The time lag which has attended conventional newspaper publishing for generations is eradicated by facsimile. That cannot help but mean a new chapter in human relations."

Tax Exempts Radio

SALES tax measure passed last week by the Maryland General Assembly exempts advertising time and space from the 2% impost. The measure was sponsored by the state administration. Other exemptions include sales of food for home use, communication services, motor vehicles (already taxed), certain agricultural items and amusement tickets.

5000 W SPECIAL!
KQV
TAKE-OFF APRIL 13

GOING UP!

It's official! April 13th is the day we multiply our power by 5 and begin blanketing 1½ million people in the rich Pittsburgh industrial market with a 5000 Watt signal. That means: A 500% greater daytime and a 65% greater nighttime audience in the 5 MV/M area. It means more time dollar value than ever on KQV, not only because of a greater audience but also because KQV, *by proof*, has one of the nation's most receptive and responsive audiences!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

AFRA INDUSTRY-UNION GROUP MEMBERS NAMED

MEMBERS representing the American Federation of Radio Artists on the industry-union committee established in the AFRA network contract [BROADCASTING, February 3] were appointed last week by the talent union.

They are George Heller, AFRA national executive secretary; Claude McCue, executive secretary of the Los Angeles local; Raymond A. Jones, national assistant executive secretary; Frank Reel, executive secretary of the Boston local; Jesse Messitte, executive secretary of the Washington local, and Clayton Collyer, House Jamison and Alex McKee, members of the AFRA national board.

The industry representation on the committee has not yet been named. According to the provisions of the AFRA-network contract, four members were to be appointed by networks and four by the NAB for the industry at large. At a San Francisco meeting of the NAB board last January, however, permission to make the appointments was denied Justin Miller, president of NAB. Judge Miller was instructed to appoint a committee to investigate the matter and report its findings to the NAB board in May.

CBS series titled "Here's to Ya," heard Sun. 2:30-3 p.m., has changed its listing to "Here's to You."

21 YEARS
SERVING
CHATTANOOGA
WITH CBS
WDOD
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

Five Station Transfers Get Approval Of FCC; Two Involve Cash Transfers

CONSENT was given by FCC last week to five station transfers of which only two involve money considerations.

WACE Chicopee, Mass. (730 kc, 1 kw day), was granted transfer of control from David J. Hayes and John S. Begley to Mr. Begley through issuance of 200 shares to the new majority owner for a cash consideration of $3,500 and the cancellation of a note for $16,500 owed by the station to Mr. Begley. Pair previously had been equal owners. Mr. Begley after transfer holds 66⅔% interest.

KIOX Bay City, Tex. (1110 kc, 1 kw day), was granted assignment of construction permit from a partnership composed of J. A. Clements, T. C. Dodd and John George Long to a new partnership composed of Messrs. Dodd and Long and Harry L. Reading Jr. Mr. Clements sells his one-sixth interest to Mr. Reading for $6,200. The new partner is tax accountant for Mr. Long, half-owner of KIOX, who also operates KSAM Huntsville and KVIC Victoria, Tex.

WRRN Warren, Ohio (1400 kc, 250 w), was authorized to assign license from Frank T. Nied and Perry H. Stevens doing business as Nied & Stevens to a corporation under the same name and composed of the same individuals.

WLEE Richmond, Va. (1450 kc, 250 w), was granted license assignment from Thomas Garland Tinsley Jr., sole owner, to Lee Broadcasting Corp., owned by Mr. Tinsley and of which his wife, Patricia McCord Tinsley, and WLEE Station Manager Irvin G. Abeloff also are officers.

Involuntary assignment of construction permit of KOPR Butte, Mont. (550 kc 1 kw), was granted by the Commission from Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall doing business as Montana Broadcasting & Television Co. to Messrs. Carman, Smith and Wrathall and Mr. Carman as administrator of the estate of Jack L. Powers, deceased. The latter partnership is doing business as Copper Broadcasting Co.

Conditional Grants For 6 FM Stations

CONDITIONAL GRANTS for six FM stations and construction permits for 11, including three issued "in lieu of previous conditions," were authorized by FCC last Thursday.

The Commission also issued grants for five new noncommercial educational FM stations (see story page 74).

At the same time FCC approved the request of Evergreen Broadcasting Corp., licensee of KEVR Seattle, to cancel its construction permit for a Class B FM station "because the corporation intends to discontinue all broadcast operations." A. W. Talbot, Evergreen owner, has asked FCC to approve his $190,000 sale of KEVR to Western Waves Inc., which has a Seattle FM grant [BROADCASTING, Feb. 24].

All construction permits and all but one of the conditional grants went to AM licensees or permittees. The one newcomer was Eagle Printing Co., publisher of the *Butler* (Pa.) *Eagle* and an AM applicant, which received a conditional grant for a Class A FM outlet at Butler.

Two of the conditional grants were issued to specify a different class of station than that provided in earlier grants. W. A. Wynne, licensee of WEED Rocky Mount, N. C., received a grant for a Class A station in lieu of the Class B authorized in October 1945, and Medford Printing Co. (KYJZ Medford, Ore.) was given a grant for Class A instead of the Class B authorization issued in January. Comr. Clifford J. Durr voted against the Class A grant to WEED.

Others given conditionals were KTBS Shreveport; WHIT New Bern, N. C., and KCRC Enid, Okla., all for Class B affiliates. All conditionals are subject to further review and approval of engineering details.

Construction permits were issued as follows (power given is effective radiated power; antenna height, height above average terrain). AM affiliation, unless apparent from listing of the FM call letters, is shown in parentheses.

Golden Empire Broadcasting Co. (KVCV), Redding, Calif.—Class A; 104.3 mc (Channel 282); 1 kw; 60 feet.

*WIOD-FM Isle of Dreams Broadcasting Corp., Miami, Fla.—Class B; 97.5 mc (Channel 248); 54 kw; 500 feet.

Northwest Ga. Broadcasting Co. (WGAA), Cedartown, Ga.—Class B; 101.7 mc (Channel 269); 5.1 kw; 1015 feet.

Perkins Bros. Co. (KSCJ), Sioux City, Iowa—Class B; 102.7 mc (Channel 274); 280 kw; 515 feet.

Public Radio Corp. (KAKC), Tulsa, Okla.—Class B; 94.9 mc (Channel 235); 8.2 kw; 385 feet.

KXL Broadcasters (KXL); Portland, Ore.—Class B; 96.5 mc (Channel 243); 39.9 kw; 952 feet.

KLUF Broadcasting Co. (KLUF), Galveston, Tex.—Class B; 101.3 mc (Channel 267); 9.2 kw; 210 feet.

A. & M. College of Texas (WTAW), College Station, Tex.—Class B; 94.5 mc (Channel 233); 2.8 kw; 415 feet.

*WSVA-FM Shenandoah Valley Broadcasting Corp., Harrisonburg, Va.—Class B; 94.3 mc (Channel 232); 36 kw; 1840 feet.

*WIBA-FM Badger Broadcasting Co., Madison, Wis.—Class B; 103.9 mc (Channel 280); 207 kw; 960 feet.

WCLO-FM Gazette Printing Co., Janesville, Wis.—Class B; 100.9 mc (Channel 265); 20 kw; 360 feet.

(*) In lieu of previous conditions.

GRAND JURY REPORT IS EDITED BY COURT

GRAND JURY report charging broadcasters with attempting to influence the jury in a gambling investigation [BROADCASTING, March 24] was edited by order of Supreme Court Justice D. Page Morehouse to remove all direct reference to radio. The court took this action on appeal by WNDR Syracuse and Bernard Stapleton, WNDR newscaster.

The final version of the report, with stricken phrases indicated by brackets, follows:

> In making this report, we are impelled to question the good faith of those who, while we have been attending to our duties under our oaths, have [over the air] sought to influence our judgment by threats of a great investigation unless we delivered a decision which seemed to them to be the right one.
>
> Such conduct [on the part of news broadcasters] nearly approaches a contempt of court. We therefore resent [broadcasts referring] references to individuals of this jury, insinuating thereby that our decision would be based upon something other than the evidence.

TV Weather Cartoons

BOTANY WORSTED Mills Co., Passaic, N. J., one of television's oldest sponsors, on April 8 renews its weather forecast cartoons for 13 weeks on WNBT New York. Agency is Alfred J. Silberstein-Bert Goldsmith Inc. Borden Co., New York, sponsored the feature film, *Swiss Family Robinson*, on WNBT March 29 as the second in a series of experimental video shows for Lady Borden ice cream. First was a live dramatic program, *The Florist's Shop*. Kenyon & Eckhardt, New York, is placing the series.

3 Sharing Outlets Favor FCC Plan

Pennsylvania-New Jersey Changes Opposed

By 2 Others

THREE of the five share-time stations affected by FCC's show-cause order in the New Jersey-Pennsylvania proceeding last week supported the assignment changes proposed by the Commission. Two opposed the proposal.

Spokesmen for the stations—WCAM Camden, WCAP Asbury Park, and WHAT Philadelphia in support of the proposed changes, and WTNJ Trenton and WTEL Philadelphia in opposition—expressed their views during a two-day hearing on the show-cause order, issued early last month [BROADCASTING, Feb. 10].

Illegality Charged

Meanwhile, as the hearing opened Tuesday, charges of illegality were made by two attorneys against the order, which consolidated the already-heard Camden-Philadelphia 800-820 kc cases with the WCAP-WCAM-WTNJ renewal applications, also already heard, and added Valley Broadcasting Corp.'s new station application for Allentown, Pa., to the proceeding.

Arthur Schroeder, counsel for Ranulf Compton, who won a proposed decision for a new Camden 1-kw daytime station on 800 kc in the 800-820 kc cases, claimed the show-cause order and its proposed changes of frequencies "in effect would result in a denial" of the Compton application even though the record in the case has been closed and a proposed decision issued finding Mr. Compton qualified.

Mr. Schroeder's charges amplified an earlier petition in which he noted that six applications in the proceeding—the renewal and modification requests of WCAM WCAP WTNJ—were first heard Dec. 21, 1940. "With the additional complications which the Commission has injected in its order to show cause, it may well establish a record for extended proceedings," the petition declared.

It also objected to comparative consideration with the Allentown application on grounds that the latter was filed four days after the hearing record was closed, while FCC rules say new applications will not be consolidated with existing cases unless filed at least 20 days before hearing starts.

Paul M. Segal, attorney for Camden Broadcasting Co. in the proceeding in which Mr. Compton won a proposed grant, called the show-cause order a "nullity" and objected to the presentation of evidence by the Allentown applicant. He was over-ruled by Comr. Rosel H. Hyde, presiding officer.

Mr. Segal also had filed a petition against the show-cause order, claiming it violated the Communications Act and was not supported by "any findings of fact whatsoever."

Contingent on Two Renewals

To this petition and the one filed by Mr. Schroeder, WHAT Philadelphia, the third applicant in the 800-820 kc cases, replied that the Commission was within its rights in issuing the show-cause order and that none of the applicants would be deprived of a fair hearing. WHAT's answer was filed by William C. Koplovitz, Washington attorney.

The frequency lineup proposed by the Commission would be contingent upon renewal of the WCAM and WTNJ licenses. FCC adopted a proposed decision in October, 1945, and a supplemental proposed decision last September anticipating denial of renewal to WTNJ and denial to WCAM unless it divests itself of a time contract the Commission found objectionable. The decision has not been made final.

If WTNJ and WCAM licenses are renewed, FCC's order suggested the following assignment changes:

WCAM from 1310 kc with 500 w (sharing with WCAP and WTNJ), to 1340 kc with 250 w fulltime.

WTNJ from 1310 kc with 500 w (sharing with WCAM and WCAP, to 1300 kc with 250 w daytime only.

WCAP from 1310 kc with 500 w (sharing with WTNJ and WCAM), to 1310 kc with 250 w fulltime.

WTEL from 1340 kc with 100 w (sharing with WHAT), to 860 kc with 250 w daytime only.

WHAT from 1340 kc with 100 w (sharing with WTEL), to 800 kc with 1 kw daytime only.

WCAM WCAP and WHAT concertedly favored the proposed changes. WTNJ insisted on remaining on 1310 kc and indicated it would continue with its application for more time on that frequency. WTEL requested 1310 kc in lieu of its present 1340 kc or FCC's proposed change to 860 kc.

Mr. Schroeder, on behalf of the Compton application, proposed that the Commission's plan be adopted insofar as it relates to WTNJ WCAP and WTEL; that WCAM operate on 1310 kc and WHAT on 1340 kc, and that the proposed decision to Mr. Compton be made final for 800 or 820 kc. Thus, he said, Valley Broadcasting might be granted its application for 790 kc at Allentown.

Dwight E. Rorer, attorney for Valley Broadcasting, suggested that WHAT be granted 820 kc, for which it applied in the 800-820 kc cases, but that Valley would be willing to accept whatever interference might exist between its proposed 790-kc operation at Allentown and WHAT's on 800 kc.

Valley Broadcasting's application requested 1 kw fulltime, but Mr. Rorer indicated the company might accept a 500-w operation daytime, with 1 kw at night, if necessary to reduce daytime engineering conflict. Valley is headed by Howard Wasserman, businessman, who is president and owns 53%, and Lawrence M. C. Smith, associated with Franklin Broadcasting Co., Philadelphia FM applicant, who is board chairman and owns 26%.

John Morgan Davis, Philadelphia attorney and former NAB general counsel, who owns 62% of WALL Middletown, N. Y., and is vice president and general counsel of WIBG Philadelphia, is a 7% owner and secretary. Joseph M. Nassau, formerly associated with ownership and management of WFIL Philadelphia, WIBG, WHAT and WEEU Reading, will be general manager and receive 5% stock interest annually until he has acquired 25%.

Participating as Washington counsel for WTEL was P. W. Seward; for WTNJ, Elmer Pratt; and for WCAM, Raymond C. Cushwa.

Algiers Relay

STATE DEPT. is negotiating with France for disposition of U. S. relay stations at Algiers. "Voice of America" programs now being relayed through Algiers will be switched to Munich and BBC facilities when Algiers stations close down June 1.

Gates Radio Opens West Coast Office

GATES RADIO Co., Quincy, Ill., has announced the opening of a West Coast office at 1350 N. Highland Ave., Hollywood, Calif., with Walter Read in charge. Mr. Read is widely known in broadcast circles on the Pacific Coast and recently was in the broadcast sales division of Radio Specialties Co., Los Angeles.

Completion of a contract under which the Gates Co.'s broadcast and communications equipment will be sold throughout the world by Westinghouse Electric International Co., New York, also was announced. Gates sales offices and distributors will continue to handle sales in the United States and its possessions.

Additional field engineering personnel and sales engineers have been added to the Gates staff at Quincy to cope with heavier demands created by accelerated AM and FM sales.

Personnel in the Gates organization at present is approximately double the peak number employed during the war years, according to L. I. McEwen, executive vice president of the firm. Further, Mr. McEwen said, production has reached the point where most items of Gates equipment are on current delivery.

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PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Announcer-engineer for progressive, new southern station. $50.00 per week. Box 993, BROADCASTING.

Commercial manager. Capable all-round man to assist manager new kilowatt station in Rocky Mountain region. Excellent opportunity. Give full particulars in first letter. Write Box 17, BROADCASTING.

Announcers with ambition wishing to develop a radio personality. Opportunity to grow with popular new 1 kw independent. Send transcription, photo, full particulars to Box 19, BROADCASTING.

Wanted—Approximately June 1st, chief engineer for 250 watt independent FM-AM station, upstate New York, city of 25,000 population. Give education and broadcasting background, salary requirements and enclose photograph. Box 62, BROADCASTING.

Wanted—Time salesman. 15% commission drawing account. East coast. Box 63, BROADCASTING.

New 10 kw station midwest city 100,000 population wants applications for all staff positions except manager and chief engineer. Send complete details and minimum salary requirements. Box 64, BROADCASTING.

Commercial manager wanted for new 250 watt station to go on air in about four months. Located midwest town of 15,000. Write Box 65, BROADCASTING.

Chief engineer, man with practical and theory background, commercial experience. Small market station on air 3 months. General Electric equipment. Must be available on short notice. Box 73, BROADCASTING.

Complete announcing staff including news, special events, play-by-play sportscasting of football, etc., by San Francisco Bay area station. Excellent opportunities for right people. State experience, references and send picture first letter. Box 77, BROADCASTING.

Wanted—News writer for midwest, metropolitan radio station. Must be experienced in radio news or newspaper work, fast on typewriter, steady worker. Good salary. References required. Write Box 79, BROADCASTING.

Operators that can announce! Write RRR, Personnel Service, Box 413, Philadelphia.

FOR SALE

ONE COMPLETE 250 WATT RADIO STATION

1 WE 310 B transmitter, complete with spare tubes and crystal for 1230 kc.
1 23 A WE console
1 Blaw-Knox self-supporting 204 ft. insulated tower
1 WE antenna coupling unit
1 WE frequency monitor
1 RCA 66 A modulation monitor
2 WE microphones
This equipment is available now at Radio Station K F X D, Nampa, Idaho.

FOR SALE OR TRADE: One Fairbanks-Morse Diesel Plant, 32 KVA, three phase, 220 volt, complete with voltage regulator; one 4000 volt Western Electric motor generator set, composed of one 8 HP, three phase motor and one 2000 V, 1.35 amp. and one 2000 volt, .85 amp. D. C. generators.
Motor generator sets wanted: One motor generator set, 24 volt, .85 amp. D. C. generator; one M. G., 250 V, 2 amp., and 24 V, 65 amp. generators; one M. G. set 250 V, .6 amp., all 220 three phase input.
Box 36, BROADCASTING

FM licensee, AM grant pending, northern midwest, wants

PROGRAM DIRECTOR

musical experience desirable but not essential. Local programming, newspaper ownership, outstanding trade area. Write
BOX 70, BROADCASTING

Help Wanted (Cont'd)

Announcer—News and music, must have at least two years experience. Good opportunity with N. Y. State NBC affiliate. Permanent position in community of one hundred thousand with progressive high-type station. Box 9, BROADCASTING.

Fine opportunity for young trained announcer who is long on ambition and short on experience. One of nation's most progressive FM stations offers immediate employment in clean community with local college. Job eligible for GI training. Rush transcripts, photo and qualifications to WATG, Ashland, Ohio.

Punch-writer — Well-paying position open for young man or woman who can make commercial copy stand up and sell! 1 000 watt, mid-west, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales copy. Earnings above average. Send sample copy, qualifications and photo, to WFDF, Flint, Michigan.

Wanted: Announcer-operator with first class license. Knowledge of transmitter immaterial. Network affiliate. Located on west coast of Florida. Pleasant working conditions. Must have car. Salary $50.00-40 hours. Full particulars first letter. WSPB, Sarasota, Florida.

Transmitting engineer wanted. WRRF Washington, N. C.

Need good steady announcer. $55.00 per week base. Must be experienced; know RCA board; disc routine; interviews. No floaters; no "tippers"; no geniuses! Send photo; transcription with news and commercials; references. Jack Rathbun, Manager, WCOA, P.O. Box 1669, Pensacola, Florida.

First class engineers and announcers will be needed in new stations at Albuquerque and Alamogordo, New Mexico before long. If interested write W. H. Carman, P.O. Box 751, Albuquerque, N.M.

Immediate opening combination announcer-operator first class license. MBS affiliate. Good town on Louisiana Gulf Coast. Wire KANE, New Iberia, La.

Announcer with first class license. $67.50 for 40 hours to right man. ABC affiliate, one of best small operations on Pacific Coast. Wire Manager, KFLW, Klamath Falls, Oregon.

Wanted one copy writer for Cordele, Georgia. One copy writer and first class engineer for new station, Sanford, Florida. Write WMJM, Cordele.

WGAT, ABC outlet in Utica, New York wants one top-notch salesman. We have some good accounts on which a real live wire can collect plenty. Drawing account and commission. Write, wire or phone J. Eric Williams, WGAT, Utica, New York.

Engineer—First class, with announcing experience. Station KOPO, Tucson, Arizona.

Wanted—Transmitter engineer with car. Washington, D. C. area. WPIK, Alexandria, Va.

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Sports announcer—Baseball, basketball, football. Must be experienced. Prefer man who would start as staff announcer with opportunity to do part times sales at 20% commission. Excellent opportunity for right man. Write Radio Station WOSH, Oshkosh, Wisconsin.

Staff announcers wanted for new 10,000 watt ABC affiliate Honolulu, start April 1st or 15th. Good salary, plus fees. Single men preferred. Write immediately airmail stating all requirements and experience. Audition recording and picture required. KULA, P. O. Box 1479, Honolulu, T. H.

Applications being considered for WWSO, new daytimer, Springfield, Ohio, on air in May. Chief engineer, manager, commercial, program, news. State experience, starting salary; include photo. Veterans preferred. Radio Springfield, WWSO, Springfield, Ohio.

Help Wanted (Contd.)

Account executive wanted immediately by leading radio station representative. Must have thorough experience in radio sales or equivalent work. Permanent position with top opportunity. Write full details and send snapshot to Box 54, BROADCASTING.

Announcers—Board experience, short hours, base plus talent, dependable men who can give smooth operation. Box 629, Fort Worth, Texas.

Opening one kilowatt network, fulltime station—one experienced announcer, good voice, good habits. Send full detail with transcription to J. W. Buttram, WGAD, Gadsden, Alabama.

Transcription salesmen for Texas-Oklahoma territory wanted. Good basic salary plus liberal commissions paid by a nationwide radio production-transcription company possessing excellent properties. State qualifications, age, contacts, background in radio and general business. Own car desirable. Box 88, BROADCASTING.

Top regional station seeks announcer for vacation relief. RRR, Personnel Service, Box 413, Philadelphia.

Combination program director-station manager with from 8 to 10 years experience in New England territory. Veteran preferred. Must have "know how" for organizing new station. Salary increases contingent upon results. Box 97, BROADCASTING.

Thousand watt daytime southern station wants experienced, aggressive salesman. Good proposition for hustler. Full details first letter. Box 99, BROADCASTING.

5000 watt CBS affiliate has opening for experienced continuity manager. Girl with original ideas and good air voice. Two yearly bonuses. Vacation with pay. Free insurance. Rush disc, photo, continuity samples, and references to Box 103, BROADCASTING.

Wanted—Experienced, reliable, competent announcer by network affiliate in southeast. No floaters. Excellent working conditions. WHMA, Anniston, Alabama.

Station manager for new 250 watt daytime to go on air in about three months in midwest town of 14,000. FM application pending. Box 104, BROADCASTING.

Situations Wanted

Salesman—Proven record. Fully experienced; mature, responsible. Knows radio and can sell it. Outline proposition first letter. Box 20, BROADCASTING.

Continuity editor—Bright gal, 22, several years' experience traffic and continuity, seeking job with a progressive station. Initiative, writing ability, college degree. Prefer net affiliate, eastern city. Box 25, BROADCASTING.

Announcer—Young, single, conscientious. Two years' experience, including news, sports, etc. Can handle play-by-play baseball. Metropolitan area anywhere, or prefer north or west coast. Box 27, BROADCASTING.

Station manager now managing station, desires change to southwest. 10 years experience all phases radio, veteran. Box 28, BROADCASTING.

Script writer with experience in education department of fifty thousand watt station desires position as educational script writer or director. Sample scripts; excellent references. Box 33, BROADCASTING.

Chief engineer—FM & AM experience. 7 years radio. 250 to 50 kw and network. Also, development and design with equipment manufacturer. Box 43, BROADCASTING.

Good announcers are rarities. Desire position new live wire station. Midwest preferred. Commercial experience: 3 years instructor of announcing. Presently employed as such. Can train new less-experienced announcing staff. Remember announcers only connecting link between sponsor and buyer. Announcer must sell. Then good announcing can increase sales power. Write or wire for pics, disc. Box 49, BROADCASTING.

Situations Wanted (Cont'd)

Administrative assistant with knowledge traffic, station relations, sales, ET services, correspondence and other business procedures. Presently employed, but desirous making worthwhile and permanent connection. Available May 1st or when do you need me? Box 44, BROADCASTING.

Successful 250 manager available April 15th. 12 years in radio. Chief engineer will go with me. Both capable and refined. Box 55, BROADCASTING.

Manager seeks permanent position in larger market. 15 years newspaper experience and 12 years broadcasting, past six in present managerial capacity of prosperous station. Operate a legitimate business, building prestige, satisfied clients. Experienced in general management, program sales. Prefer investment and salary plus overriding commission. Box 57, BROADCASTING.

Attention all stations in Greensboro, N. C. and vicinity: Announcer wants to locate in or near Greensboro for family reasons. Currently employed net affiliate. Disc and all details on request. Box 58, BROADCASTING.

Executive: Assistant manager. Box 59, BROADCASTING.

Announcer: Six months' experience news, sports, disc jockey. College background. Just completed refresher course in radio broadcasting. Picture and disc on request. Married. Box 60, BROADCASTING.

Engineer, 1st phone, 6½ years varied radio experience, veteran, married. Desires permanent position. Prefer Texas or southwest. Box 61, BROADCASTING.

Managership new or existing station Pacific coast or southwest sought by family man, 32, university degree. Four years Navy public relations officer. Five pre-war years small market stations all phases emphasis programming. Box 68, BROADCASTING.

Help your Hooper. Experienced announcer, program director for new or established station. Veteran, married. $75 to $100 to start. Box 72, BROADCASTING.

MANAGER OR
COMMERCIAL MANAGER

Young, aggressive, solid background of all phases of radio. If your station offers a real opportunity for the right man who feels that results are obtained by hard work plus ability, then I would appreciate hearing from you. Not interested in just any position, but one that offers a real opportunity for ability plus hard work. If your station is the fifth station in a three station market, sorry no miracle man. Will trade ability and experience for the right opportunity and future. Willing to invest. Prefer east or south. Personal interview only. Box 56, BROADCASTING.

FOR SALE

Very desirable regional radio station in major eastern metropolitan market. Has FM grant. Excellent television possibilities. One of the best year-round markets in the nation. Wire or write immediately to Box 102, BROADCASTING.

Experienced executive, age 38, twenty years experience in announcing, sales, program directing and management, desires position as manager, assistant manager or program director. References from past and present employers. Box 86, BROADCASTING.

Time salesman wanted for station in midsouth. Drawing account, commission, car essential. All replies confidential. Address Box 69, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer and control board operator wants position. Can write and sell. Veteran, married with no children. References, disc and photo available on request. Box 74, BROADCASTING.

Program director - announcer. Experienced in new station operation. Have programmed both independent and network operations. Available on week's notice. Will consider any locality. Box 76, BROADCASTING.

Newsman. Experienced, edit, write, broadcast. College, married. Box 78, BROADCASTING.

Experienced announcer. Excellent rating with networks. Radio acting, copywriting experience. Disc available. Box 80, BROADCASTING.

First class engineer. Experience with 250 watt and 5 kw stations and as wartime replacement with CBS. Prefer midwest. Box 81, BROADCASTING.

Announcer—Experienced, dependable. Married. Details and disc on request. Box 82, BROADCASTING.

Announcer-engineer. First phone with accent on announcing. References and transportation at your request. Box 83, BROADCASTING.

Station manager, producer-director, ex-Marine, early thirties, married with family. 12 years practical experience in station management, programming, writing, sales, CBS, ABC networks, agency production-direction. Network and agency contacts New York, Chicago and Hollywood. Wants to leave NYC to become part of and grow with smaller community. Prefer moderate climate-network or independent station. Possible purchase of interest in station if conditions and locale satisfactory. Excellent references. Salary important but secondary to opportunity for future development. Box 84, BROADCASTING.

Announcer: Veteran, graduate radio school. MC Army shows, definite sports knowledge, former sports official. Can operate board. Short on practical experience but long on determination to learn. Al Eyre, Box 133, No. Woodbury, Connecticut.

Engineer, first phone, 7 years broadcast experience, chief engineer 5 kw 2 years. Competent, dependable, references. Married with family. Box 124, Jamesport, Missouri.

Veteran wants start. First class phone, 2 years experience radio, Radar, and sound. Single, ambitious, dependable. Write or wire George M. Joiner, 252 Waldo Place, Englewood, N.J.

Attention—New England! Complete staff from manager on down available for relocation. RRR, Personnel Service, Box 413, Philadelphia.

Engineers, first class, with extensive modern training for commercial broadcast, FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Mo.

2 announcers desire position at same station. Inexperienced but capable. Disc and photos sent on request. Contact Dick McMullen, 430 W. 62nd St., Chicago, Ill. Englewood 8413.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

First phone—Three years experience Merchant Marine. Work anywhere ashore. Ivan Lubash, 96-08 Jamaica Avenue, Woodhaven, New York.

Man, 20 years old, desires broadcast work, hold first phone license, no experience. 2510 Warwick Road, Hilton Village, Virginia.

Manager—Fully experienced in all phases of successful radio operation. Qualified to organize, staff and start new operation. Box 87, BROADCASTING.

Announcer—Age 26, veteran, attended well known radio school, ambitious and in need of experience. Trained for commercials and news, also interested in sportscasting. Disc and photo on request. Box 89, BROADCASTING.

Radio construction engineer, twelve years' extensive broadcast installation experience, E. E. degree, desire permanent position chief engineer. Box 91, BROADCASTING.

Wanted—Job with station having trouble making money. Will manage and guarantee results or else! Interested only in position that demands plenty of hard work. Box 93, BROADCASTING.

Situations Wanted (Cont'd)

Manager—plus! Exceptional ability and personality. Reputation for turning red stations into profit making stations. Prefers south at $25,000 yearly. RRR, Personnel Service, Box 413, Philadelphia.

Smiling voice announcer with pleasing personality who can write commercials, wishes position with station who will take him under its wing. Completed training at broadcasting school in Radio City. A veteran willing to work on the job under the GI Bill of Rights if necessary. Write Box 94, BROADCASTING.

Announcer staff. Married vet, 24. No station experience, but well trained. Reliable. Go anywhere for good permanent position. Disc, photo, on request. Box 96, BROADCASTING.

Top-flight New York network newscaster and announcer. 12 years solid experience—official UN commentator for State Dept., substitute for Gabriel Heatter on MBS, newscaster on WOR, announcer for Drew Pearson on ABC, announcer for "Aunt Jenny" on CBS, etc., newscaster and commercial announcer on WCAU, WFIL, WLW, WXYZ, KQV and other leading stations. Newsreel narrator for Paramount and Universal Pictures. Also, extensive production, writing and radio acting. Seeks permanent affiliation with network or progressive station. Veteran. Will travel. Best references, now employed. Box 95, BROADCASTING.

Situation wanted; FM engineer, preferably chief. 5 years FM includes construction, operation and design. 6 years broadcast including 50 kw originally at a pioneer FM outlet, just finished installation of new FM outlet. Married, children, prefer northeast or southeast but position prime consideration. Box 101, BROADCASTING.

Engineer, ex-Navy ART, first phone. Experienced maintenance, remotes, transcribing. Ambitious, reliable. Progressive station in midwest preferred. Box 100, BROADCASTING.

Announcer—Professionally trained in all phases of announcing. Excellent voice. Highest references. Let transcription tell story. Wire or write John Ahern, 3569 S. E. Harrison, Portland, Oregon.

Announcer-producer available on 2 weeks' notice in New York area only. Experienced—radio, theatre, motion pictures. Requests $75. weekly. Additional information from RRR, Personnel Service, Box 413, Philadelphia-OR-Franklin O. Pease, Manager, at R.E.C. Luncheon, Roosevelt Hotel, NYC, Thursday, April 3rd.

Engineer. 1st phone. Veteran. Honor graduate RCA institute. Travel 400 miles NYC. References. Box 71, BROADCASTING.

For Sale

Rek-O-Kut recording equipment; two overhead cutting drives, two G1 turntables—new. Best offer takes all. Box 34, BROADCASTING.

For sale 1 Model RA field intensity meter—Doolittle & Falknor, serial number 111, complete with loops and coils for 500 kc to 18,000 kc and instruction book. $250.00. Box 67, BROADCASTING.

Have one Collins 250 watt transmitter in shipping crates with two sets of tubes for sale at $3,100.00 for transmitter and tubes 1450 kc crystal two oscillaters. Also one reel and approximately 550' of 8-3 lead covered cable. Price—reel and cable $140.00 F.O.B. Albuquerque. Also 3000' ½" H.T. guy strand. Box 75, BROADCASTING.

For Sale—1600 ft. 1⅝" new coaxial copper transmission line. $1.00 ft. F.O.B., Alexandria, Va. Box 85, BROADCASTING.

Order duplicated. Two new Presto 62-A turntables 3B cabinets. Available selling price. KSIB, Creston, Iowa.

Gates console type 30, new 1942. Gates console 31 B brand new, never unpacked. Both immediate delivery, WRRF, Washington, N. C.

1—200 C Hewlett-Packard oscillator—$121.50; 1—350 A Hewlett-Packard attenuator set—$36.00; 1—500 A Hewlett-Packard frequency meter—$180.00. 1—330 B distortion meter—$337.50; 1—530 Reiner square wave generator—$99.00. These are the latest instruments of their kind and have never been turned on except for self calibration and checking. Prices quoted are 10% below factory net; an additional 10% will be allowed for purchase of entire group. Write or wire Royal O'Reilly for immediate delivery, 3404 Beach Drive, Seattle 6, Wash.

Harold W. Cassill Quits Radio; Buys Iowa Paper

HAROLD W. CASSILL, general manager of two New York stations, WKIP Poughkeepsie and WGNY Newburgh, has resigned effective May 1. Mr. Cassill recently purchased a newspaper in Forest City, Iowa, and will devote all his interests to that operation.

Edward A. Chappel, director of the two stations, has appointed George W. Bingham, a veteran of World War II, to succeed Mr. Cassill. Mr. Bingham has been affiliated with WKIP-WGNY since 1940.

T. T. "Ted" Jones has been promoted from commercial to station manager of WKIP, while Richard F. Crans has been elevated to program director of WKIP-WGNY.

For Sale (Cont'd)

For sale, immediate delivery, in perfect operating condition. General Radio frequency monitor, type 475B and 681A deviation meter. Best offer takes both units. Box 990, BROADCASTING.

152 ft. insulated self-supporting Blaw-Knox tower. $1,000 F.O.B. Wilmington, Delaware—WILM.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

Towers, one 350 Truscon, one 300 Millikan (Blaw-Knox), both self-supporting; coaxial copper lines, ⅞ and 1⅝, also fittings, elbows, bends, dehydrators; WE 219A jacks, 30c each; Presto Model F twin table recording equipment, brand new, factory box; Electronic Service Company, Louisville, Kentucky. Wabash 3088, S. A. Cisler.

Best offer takes—Radio Engineering Labs., Inc. Type 494B-43.2 megacycles frequency modulated transmitter modified for operation on 30.7 megacycles suitable for driving higher powered amplifier on 88 to 108 megacycles. WIXHR, 447 Concord Avenue, Cambridge, Mass.

For sale: Immediate delivery, new 250 watt transmitter, approved and accepted by FCC. Sale due to change from 250 to 1000 watts. Price $1850. Phone: Eastern Shore Broadcasting Company, Preston, Maryland.

For sale—Immediate delivery 1 kw 304-A WE transmitter with spare tubes just removed from service due to recent power increase. Price $4500. Price includes 1126 A WE limiter. Radio Station KFVD, Los Angeles.

For Sale: Type 4247 Wincharger tower, 180 feet complete with guy wire hardware, guy insulators and base insulators. No anchors or lighting. Tower now stored Sioux City, Iowa. Immediate delivery. Price $1,000.00. Box 92, BROADCASTING.

Wanted to Buy

Wanted to buy—250 watt network affiliate. Box 997, BROADCASTING.

Wanted—250-watt or 1000-watt station. Prefer network affiliate. Box 66, BROADCASTING.

Equipment wanted—Battery operated or combination remote amplifier, 2 or more inputs. Send full description and price to WFAK, Charleston, S. C.

Wanted—Equipment for 250 watt station. Box 90, BROADCASTING.

Wanted: Late model 51 General Electric wire recorder in good condition. Box 98, BROADCASTING.

Miscellaneous

Frequency monitor service: We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction and fast service! Eidson Electronic Company, Temple, Texas.

9 A's and all other reproducers repaired. Prompt and efficient service. Broadcast Service Company, 334 Arcade Bldg., St. Louis 1, Mo.

"FOR SALE-RADIO STATIONS"

California . . .
250 watt independent located in one of the west's most beautiful and scenic spots. A fine property serving an excellent smaller market where estimated individual incomes exceed $125,000,000.00. Good opportunity for increased power and larger profits. The right qualified buyer can acquire this station for $75,000.00 and live in an unsurpassed climate near mountain streams and the sea.

U. S. Territory . . .
Two regional stations, 1000 watts full time and 5000 watts full time, located in excellent United States Territory with great potential in rapidly growing prosperous communities, can be bought for $100,000.00 and $150,000.00 respectively. These stations are presently showing nice profits and have tremendous possibilities for experienced operator. Owner selling because of other interests demanding his time.

Southwest . . .
250 watt network affiliate earning better than 25% on purchase price of $100,000.00. This station is running considerably ahead of 1946 in gross and net and has a splendid potential. Located in rich southwestern market, primary coverage serving more than 250,000.

If you want to buy or sell a radio station write

Blackburn-Hamilton Company

Radio Station Brokers

San Francisco
Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

Washington, D. C.
James W. Blackburn
1011 New Hamp. Ave.
National 7405

.. BRINGING YOU PRODUCTION NEWS FROM AL BUFFINGTON

The recent Joske Report with its "beamed broadcast" is certainly not as complicated as some people think! Any radio man striving to "gear a show" to an advertiser's needs utilizes such methods. We do! When one of the largest breweries in the country wanted a new audience show to merchandise on a regional network, our GRAB-A-GIFT show came up with the answer. This show proves our point—that whether it's a spot or a program, there must be one motivating idea that makes either become an inseparable part of the product itself. Our two new network shows, THE TRAVELING TAYLORS and BRAIN TRUSTERS INC., have this special merchandising ingredient. Agencies or sponsors can get the facts now! Keep tuned to this space!

AL BUFFINGTON CO.

CREATORS OF THE FAMOUS
"QUIZ OF TWO CITIES"
2104 North Charles St.
Baltimore 18, Md.

SHOWS GEARED FOR SELLING

Upcoming

April 14-16: NAB Area C Meeting (Districts 10, 12), Muehlebach Hotel, Kansas City.
April 15: Quarterly Meeting of Directors of Canadian Assn. of Broadcasters, Toronto.
April 21: Meeting for North Carolina FM broadcasters to form FMA affiliate organization, Wilson.
April 21-22: NAB District 13 Meeting, Rice Hotel, Houston, Tex.
April 22-23: CCNY Third Annual Conference on Radio and Business, School of Business and Civic Administration, New York.
April 24: NAB Research Committee, Waldorf-Astoria, New York.
April 28: Annual meeting of U. S. Chamber of Commerce, Washington, D. C.
April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roanoke, Roanoke, Va.
April 28-May 1: Annual Meeting, National Chamber of Commerce, Washington.
May 1-2: NAB Area F Meeting (Districts 5, 6), Tutwiler Hotel, Birmingham, Ala.
May 2-5: Ohio State U. Institute for Education by Radio, Columbus.
May 5-6: NAB District 2 Meeting, Waldorf-Astoria, New York.
May 8-9: NAB Area D Meeting (Districts 8, 9, 11) Palmer House, Chicago.
May 13: NAB-ASCAP Joint Negotiating Committee, Waldorf-Astoria, New York.
May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City.
May 21-22: NAB Board of Directors, Washington.
May 26-27: NAB District 3, Lord Baltimore Hotel, Baltimore.
June 2-3: NAB District 1, Somerset Hotel, Boston.

Lifts Ban

IN AN announcement issued by Theodore C. Streibert, WOR New York president, the station lifted the ban against mentioning competing stations and networks on the air.

WGYN, WNYC-FM, WBAM Take Channel Changes to Next March

NEW TEMPORARY channel plans were voluntarily accepted last week by three New York FM stations in a move to avoid any interference with aviation instrument landing systems in that area [BROADCASTING, March 24].

The stations, their regular assignments, and the frequencies on which they will operate until March 1, 1948, were reported as follows:

WGYN—On Channel 241 (96.1 mc), will move to No. 251 (98.1 mc).

WNYC-FM—On No. 237 (95.3 mc), will move to No. 231 (94.1 mc).

WBAM—Assigned No. 243 (96.5 mc), the station is conducting propagation tests and will not go on its regular channel until March 1, 1948.

Transition to the new temporary assignments is expected to require six to eight weeks. In the meantime, the stations have agreed to go off the air temporarily whenever requested by airport authorities. March 1 was set as termination date for the shift because by that time the airlines are expected to have completed installation of equipment which will eliminate interference.

Whether the stations put on new channels will return to the vacated assignments after March 1, it was indicated, will depend to a great extent on the stations' wishes.

The temporary measure was agreed upon last Monday in a meeting called by FCC and attended by representatives of the stations involved, Civil Aeronautics Administration, FM Assn., and aviation and aviation radio interests. The three stations already had offered to shift to temporary frequencies.

Representatives of Aeronautical Radio Inc. thanked the stations for their cooperation. It was agreed that aviation interests would pay up to $400 per station to meet the expenses of making the changes. The cost was expected to approximate $325 or $350 per station.

FCC, announcing the changes, said:

"In other than the New York area, interference can be avoided by appropriate selection of Instrument Landing and FM frequencies, giving consideration to geographical separation. This need for correlation will disappear on March 1, 1948, with the installation of adequate aircraft receivers. . . .

"The Commission appreciates the cooperative attitude in which this problem has been approached by all concerned. It wishes to emphasize that in no sense can this interference be charged to improper operation of FM stations or failure in the engineering on the part of the aviation interests. The receiver used on the aircraft was designed to meet a particular military need and was installed aboard commercial aircraft because it was the only receiver in existence available in quantities to make possible the use of Instrument Landing Systems."

Durante-Moore Parting

BREAKUP of the CBS Durante-Moore team following the June 27 broadcast of their show was announced March 26. N. W. Ayer & Son, is agency handling account.

Research Meeting

NAB Research Committee will meet April 24 at the Waldorf-Astoria, New York, with Carl J. Burkland, WTOP Washington, presiding as chairman. Other members are H. M. Beville Jr., NBC New York; Dietrich Dirks, KTRI Sioux City, Ia.; Edward F. Evans, WJZ New York; E. P. H. James, MBS; William T. Lane, WAGE Syracuse; Charles P. Scott, KTKC Visalia, Cal.; J. C. Tully, WJAC Johnstown, Pa.; Elmo C. Wilson, CBS; Earl W. Winger, WDOD Chattanooga. Board liaison members are Frank Stanton, CBS, and J. Harold Ryan, WSPD Toledo.

All-Day Programs Are Urged for FM

FULLTIME programming of FM stations to provide set owners with all-day service and give dealers a sales weapon was urged at the annual banquet of Kentucky Broadcasters Assn. Friday evening by Bill Bailey, executive director of FM Assn. The banquet concluded the first day of a scheduled two-day meeting of Kentucky broadcasters, headed by President J. E. Wilson, Nunn stations.

On the Saturday agenda were a short business session and a closed meeting of members. M. L. Peace, WFKY Frankfort, was to assume office as a director, replacing Peter Cline, formerly of WLEX Lexington.

The FM program proposal, according to Mr. Bailey, provides for station cooperation in cities having more than one station with one taking a morning period, another the afternoon and another the night on a rotation basis. He urged FM broadcasters to develop new program ideas and to take advantage of new talent to provide true competition in programming.

Noting that a *Collier's* survey indicated 33% of the people don't know what FM means, he said FMA had taken on a "tough assignment" in educating the public on FM's advantages. He advised FM stations to stress noise-free staticless reception rather than the high-fidelity 15,000 cycle range.

IT TAKES 5000 WATTS
TO COVER THIS TRI-STATE
AREA, AND WSAZ HAS THEM

OHIO
Gallipolis
Portsmouth
Ashland
HUNTINGTON
KY.
W.VA.

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT
930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

When It's BMI *It's Yours*
Another BMI "Pin Up" Hit—Published by BMI

We Could Make Such Beautiful Music

On Transcriptions: Associated, Elliot Lawrence; Lang-Worth, Rhythm Five; Thesaurus, Novatime Trio; World, Charlie Spivak, Les Brown; Standard, Freddy Martin, Dave Street; MacGregor, Barclay Allen, Eddie Skrivanek; Capitol, Hal Derwin.

On Records: Vaughn Monroe, Vic.; Frankie Carle, Col.; Monica Lewis, Sig.; Billy Butterfield, Cap.; George Towne, Sonora; Blue Barron, MGM.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Announcers at Six Bay Area Stations Win Pay Boosts As Short Strike Ends

THE SHORT-LIVED strike of AFRA announcers and free-lance radio artists against stations KSFO and KYA in San Francisco terminated Friday night, March 21, when the radio union accepted a compromise proposal offered by the station operators. The strike lasted a little less than three days.

Six independent stations in San Francisco and Oakland are affected by the new contract agreement, which had been in dispute since last Dec. 16. The announcers and artists were granted salary increases ranging from 25 to 30% and other concessions.

The strike against KYA and KSFO was called March 19 at 6 a. m. when final efforts to settle the dispute bogged down hopelessly. AFRA considered calling a strike against the remaining four independents, but changed those plans when it appeared possible the station operators would offer a compromise proposal.

KSFO went back on the air at 7:30 p. m. (PST) March 21 and KYA at 8:42 p. m. (PST). When acceptance of the new offer by the employers was made known by AFRA officials, the technicians, members of IBEW, who had refused to cross the AFRA picket lines during the strike, construed the offer as a settlement and went back to work before the strike was technically over. Both stations found they had technicians on the job immediately, but no announcers, so office personnel was recruited to handle the microphones until the announcers could be called on the job.

Under the provisions of the new contract, which is for 18 months, announcers and artists will be given the salary increases retroactive to Jan. 1, 1947.

Fees Request Dropped

According to William Gavin, acting business manager of the local chapter of AFRA, the union's request for commercial fees for announcers working on sponsored programs was dropped during the negotiations. However, announcers who also operate the recording machines were granted a 10% extra fee for that chore.

William J. Hanrahan, of the San Francisco Employers Council, represented the station owners in the negotiations.

Mr. Gavin stated that under the new contract KSFO announcers will be boosted from $60 a week to $77.50; KYA raised its announcers from $55 weekly to $75; KJBS from $55 to $72.50; KLX from $55 to $72.50; KROW from $55 to $72.50 plus 10% extra for playing recordings; KSAN from $50 to $67.50. All scales will be automatically raised $2.50 on Oct. 1, 1947.

Spokesmen for AFRA stated that other contract agreements included a guarantee by management that there would be no discrimination against the strikers. The new contract expires June 30, 1948, which is the expiration date of the IBEW contract, recently consumated.

NAB Headquarters Staff Moves Offices In Washington to Renovated Building

NAB is now operating from its palatial new building at 1771 N St. in Northwest Washington. Last Saturday (March 29) was moving day for the association and furniture was transferred across the street from the former site at 1760 N St.

Major work of rehabilitating the structure for trade association use was completed last week. The entire building has been overhauled from attic to cellar at a cost believed to be more than $50,000. Since the building cost approximately $225,000 to purchase last summer, the entire structure including furnishings represents an investment of well over $300,000.

Based on plans drawn by James L. Middlebrooks, former NAB engineering director, the remodeling has converted the four-story structure from a town house to an efficient and modern office building. The undertaking took months longer than originally estimated because of material shortages and governmental red tape. Originally the structure was erected as a town house by William P. Eno, inventor of the traffic light.

New telephone number of NAB is Decatur 9300.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

(On the Air About April 1st)

WORLD'S BIGGEST TEXTILE MILLS

LIFE and works of Jack London is basis of new radio package created by Gotham Radio Productions, New York. Show features screen stars Virginia Mayo and Michael O'Shea, and is currently being offered to New York agencies.

S. CALIFORNIA AGENCY GROUP ELECTS FENWICK

DAVID R. FENWICK, executive vice president of Dunn-Fenwick & Co., Los Angeles agency, has been elected president of newly organized Southern California Advertising Agencies Assn. J. W. Eccleston Jr., head of J. W. Eccleston Jr. Adv., has been made vice president, with Larry Raymond of Larry Raymond Co. continuing as secretary-treasurer.

Besides newly elected officers, directorate for coming year includes William G. Scholts of Scholts Adv. Service; Henry Mayers of The Mayers Co.; Walter McCreery of Smith, Bull & McCreery Adv.; Paul Winans of Paul Winans Co.; Jack B. Kiefer of J. B. Kiefer Adv.; Paul R. Jordan of Jordan & Lo Buono Adv.

Taylor to GE

RESIGNATION of Edward R. Taylor, as sales promotion and advertising director of Zenith Radio Corp., Chicago, has resulted in the company decision to separate completely its sales promotion and advertising departments. Mr. Taylor resigned to join the Hotpoint Division of General Electric. He resigned as chairman of the RMA Set Promotion Subcommittee.

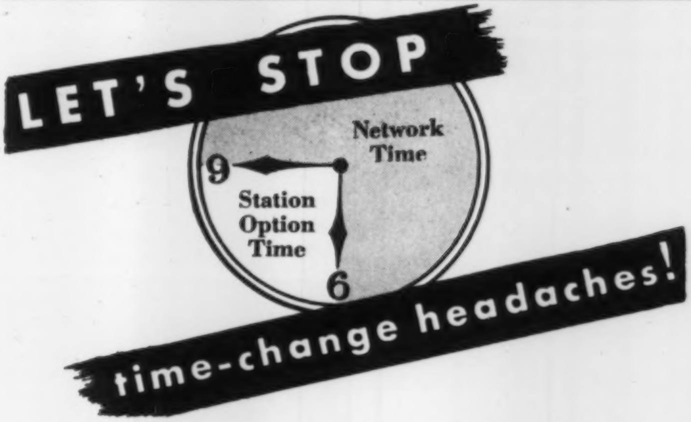
The new departments at Zenith will be headed by David H. Grigsby and William E. Macke, formerly assistants to Mr. Taylor.

State Dept. Radio To Send to Greece

HIGH PRIORITY for the addition of Greek to the State Department's 25-language "Voice of America" international broadcast pattern has been established to provide the Hellenic peoples with "straight" news from the United States to complete with Soviet-inspired propaganda.

Assistant Secretary of State William Benton announced last week that the Greek program—a 15-minute daily newscast to begin with—is expected to be ready for transmission in a week to ten days. The Greek program will be followed as soon as feasible with similar programs in Turkish and Arabic. It was generally accepted that the three new languages are being added to the present 25-language pattern to implement pending new American economic commitments in the Mediterranean.

The comparative speed with which the International Broadcasting Division hopes to be able to establish its Greek program was due to plans to recruit many of the Greek language experts used by the wartime information services, it was learned. IBD sources said they did not expect to encounter personnel difficulties such as delayed setting up the Russian language program.



Why is it necessary twice yearly to juggle local shows to accommodate network time changes?

Why not allocate a definite portion of each and every hour to network programs; a definite portion to local programs? Call the first "network time"; the second "station option time". Say, for instance, the third quarter of each hour belongs to the affiliate; the remainder to the network. Then, no matter what changes are made in network time, your shows are unaffected. Network shows flow around your local time like traffic around the cop on the beat. Simple enough, isn't it?

Then, too, your best local accounts are assured constant time periods.

The Art Mosby Stations

MISSOULA
ANACONDA-BUTTE

KGVO
MONTANA
● 5000 W Day—1000 W Night
● CBS

KANA
MONTANA
● 250 Watts

Represented by WEED & COMPANY

No. 12 of a Series

In West Virginia

★ Bank Debits in Charleston during 1946 totalled $1,293,195,000.00.

★ Gainfully employed during 1946 in Kanawha County averaged 81,176 persons per month.

★ Wages to employes in Kanawha County during 1946 totalled $187,450,000.00.

THIS IS MY HOME
KANAWHA COUNTY

WGKV
CHARLESTON, WEST VA.

Charleston's Quality Station
NBC AFFILIATE
Represented Nationally by
Joseph Hershey McGillvra, Inc.

Delivers Coverage of North Carolina's No. 1 Market

- Winston-Salem
- Greensboro
- High Point

WSJS
WINSTON-SALEM

Affiliate for
THE TRI-CITIES
★
Represented by
HEADLEY-REED COMPANY

Proposed Grant for Brockton, Mass., 1450 kc Goes to Plymouth Broadcasting

PROGRAM BALANCE—diversity of service and commercial-sustaining ratio—constituted basis for proposed decision announced last week by FCC favoring Plymouth County Broadcasting Co's application for a new local standard station at Brockton, Mass., over the mutually-exclusive requests of Bay State Beacon Inc. and Cur-Nan Co. FCC's proposed decision would deny the latter two applications.

The facilities proposed to be awarded Plymouth County Broadcasting are 1450 kc with 250 w fulltime.

Ownership of Applicants

The three applicants are composed as follows:

Plymouth County Broadcasting Co.—Edmund J. Campbell, president and holder of 150 shares (40%), for 12 years deputy district attorney for Southeastern District of Massachusetts, who will continue his law practice and devote time to policy questions at station; Robert G. Clark, Jr., treasurer and clerk (29%), attorney, who will devote some time to station; Willis E. Davies, director (26%), who has been in auto and real estate businesses and now owns New Moon Cafe which he is to sell to take up duties as station's fulltime salesman; Mark L. McAdam, director (5%), consulting radio engineer, who will pay for his stock through technical services; H. Scott Millgore, director, who was to be stockholder and manager until grant of a construction permit for WKBR Manchester, N. H., of which he is vice president and to which he will devote most of his time.

Bay State Beacon Inc.—Clarence A. McLaughlin Jr., president and owner of 54 shares (21.6%) and to be general manager, who was an attorney until Army service; his brother, Hugh W. McLaughlin, director (20%), before war head of English department of a Vermont junior college and with some radio experience; Frederick M. Ford, director (8%), with some pre-war radio experience and who did radio work as Navy public relations officer; Robert M. Fletcher, treasurer and clerk (34.4%), and Edmond G. Thomas, director (16%), both of whom are attorneys and who will devote part time to station.

Cur-Nan Co.—Joseph F. Curran, president, 500 of 700 preferred shares subscribed and 98 of 100 common shares subscribed, director of Eastern Massachusetts Street Railway Co. and Charlestown Cooperative Bank and stockholder of Curran-Morton Co., storage warehouse firm, who proposed to devote considerable time to station without pay; Matthew J. Noonan, vice president and secretary and proposed general manager, subscriber to one share common and who will receive 39 shares from Joseph T. Curran for services; Charles T. Curran, treasurer, subscriber to one share common and to receive 59 shares from his father, Joseph T.

Replacing of Shirer Leads to Protests

CHARGES, counter-charges, and denials flew in New York radio circles last week after CBS commentator William Shirer announced on his March 23 broadcast he was being replaced after his March 30 program, because of his liberal views.

Declaring he was dropped on short notice and without explanation from his sponsor, J. B. Williams Co., soap manufacturer, or CBS, Mr. Shirer said that since his Hooper rating was high he could only assume he was being "gagged."

Shirer Gets Offers

Edward R. Murrow, CBS vice president and director of public affairs, announced Mr. Shirer was being replaced on the 5:45 p.m. Sunday spot by Joseph C. Harsch, Washington news analyst. Mr. Murrow stated that "the decision to replace Mr. Shirer was not dictated by the sponsor or the advertising agency, nor did they participate in the selection of Mr. Harsch as his substitute." As of Friday morning J. B. Williams Co., had not decided whether it would sponsor Mr. Harsch, but it was believed a decision might come from a meeting with CBS and J. Walter Thompson Co., the agency.

Meantime, offers came to Mr. Shirer. Nathan Straus, president of WMCA New York, offered to carry his weekly broadcasts at the same time. He queried other cities, presumably with a view toward a regional hook-up, and reportedly had heard from at least 12 stations. According to an authoritative source, Mr. Shirer had offers from two other networks.

The Voice of Freedom Committee was to meet with CBS Board Chairman William S. Paley Friday afternoon. The committee also planned a mass meeting for April with Orson Welles as chief speaker. A Freedom of the Air Committee notified CBS it planned to picket CBS studios. Writer John Gunther wired a vigorous protest. Senator Glen H. Taylor (D-Idaho) wrote Mr. Paley in protest.

They Say...

"ONLY as listeners and broadcasters continue their relationship as partners can broadcasting fulfill its destiny in the public interest."

Dorothy Lewis, NAB coordinator of listener activity, in speech before combined Toledo Women's Clubs, March 25.

"IN ITS recommendations with regard to radio, the Hutchins commission (Commission on Freedom of Press, see story page 16) says, 'Radio cannot become a responsible agency of communications as long as its programming is controlled by advertisers.' . . . A good many people in radio will agree that there are excesses with regard to commercials which should be curbed. . . . Most radio recognizes its responsibility and, like the press, requires the freedom to exercise it."

Albert L. Warner, WOL Mutual commentator, discussing a published study of American agencies of mass communication by the Commission on Freedom of the Press.

Seven AM Outlets Get FCC Approval

Four Daytime-Only Stations Are Included in Grunts

GRANTS for seven new AM stations, four of them daytime-only operations, were issued by FCC last Thursday.

The authorizations provide for a 1-kw daytime station at Michigan City, Ind.; a 500-w daytime outlet at Providence, R. I.; 250-w fulltime stations at Ukiah, Calif., Reno, Nev., and Mayaguez, P. R.; and 250-w daytime stations at Southern Pines, N. C. and North Adams, Mass.

Reno Newspapers Inc., asociated with the Speidel newspaper interests, received the Reno grant. The Speidel group is connected with KFBC Cheyenne, KDON Monterey, Calif., and WGNY Newburgh, N. Y.

Comr. C. J. Durr voted for hearing on the Michigan City grant, which went to a group including some of the owners and employes of WJOB Hammond and WASK Lafayette, Ind.

The grants, all carrying engineering conditions, were as follows:

Ukiah, Calif.—William Edwin Richardson, consulting engineer, formerly with KTFI Twin Falls, Ida. and KOIN Portland. 1400 kc, 250 w, fulltime. Granted March 27.

Michigan City, Ind.—Northern Indiana Broadcasters. 1420 kc, 1 kw, day only. Principals: O. E. Richardson (11.05%), manager and half owner of WJOB Hammond and one-third owner of WASK Lafayette, Ind.; E. R. Herkner (20%), news director and 8% owner of WJOB; R. C. Adair (8.3%), part owner of WJOB and WASK; Stanley C. Strasburg (10%), WJOB engineer; William A. Blank (10%), assessor for Michigan Township; Harry C. Stewart (39%), real estate interests; John F. Ciezadlo (1.65%). Granted March 27.

North Adams, Mass.—Citizens Broadcasting Co. 860 kc 250 w day only. Equal partnership: John T. Ward Jr., radio script writer and announcer; Everard B. Cureton Jr., in radio and newspaper work since 1935; George W. Fisher, announcer and musician; Joseph R. Trott Jr., announcer and producer since 1934. Granted March 27.

Reno, Nev.—Reno Newspapers Inc., publisher of Reno Gazette and Nevada State Journal and affiliated with Speidel newspaper interests. 1490 kc, 250 w, fulltime. Granted March 27.

Southern Pines, N. C.—Sandhills Broadcasting Corp. 990 kc, 250 w, day only. F. L. Baber (94%), owner of auto supply firms and other businesses; J. C. Greene (3%), who has had experience as announcer, engineer, program director and studio manager with several North Carolina stations including WMFR High Point, WSTP Salisbury, WEGO Concord, and WGTC Greenville; W. W. Seymour (3%), attorney. Granted March 27.

Providence, R. I.—Community Broadcasting Service Co. 1290 kc, 500 w day only. Principals: James L. Kavanah (40%); John H. Sherman (35%); Louis P. Willemin (20%); Theodore H. Friend (5%). All stockholders are veterans of armed services. Granted March 27.

Mayaguez, P. R.—Mario Acosta, associated with WPRA Mayaguez since 1937. 1400 kc, 250 w, fulltime. Granted March 27.

To Manage WFRC

W. E. (BILL) WILLIAMS, for the past five years manager of WJZM Clarksville, Tenn., April 1 will become manager of WFRC, new 1 kw day and night station at Reidsville, N. C. H. T. Williams, president of Piedmont Carolina Broadcasting Co., operators of WFRC, made the announcement.

David

(Continued from page 18)

given city are now separated by four channels or 40 kc which is 4% of 1000 kc. For FM the 400 kc separation is 4/10% of 100 mc. Operation of the FM receivers at 100 mc makes this problem even more difficult. Circuits for the intermediate frequency of 10.7 mc are inherently broader in tuning.

In talking of the receiver designs, cross-talk and interference are considered as two separate phenomena. The former depends upon the front end circuit performance of the receiver, and the latter upon the selectivity of the intermediate frequency amplifier. Some cross-talk was observed in one of the receivers tested, but principally the interference was due to economical designs of the FM receivers not being sufficiently selective for the two channel spacing.

Our tests in Syracuse indicated that three channel separation is necessary from practical considerations using receivers as mentioned above. Four channels would be more desirable, looking forward to less expensive FM receivers with possibly poorer selectivity characteristic.

As vice-chairman of the FM Panel, Radio Technical Planning Board, I can say that the Radio Technical Planning Board did not recommend the present FM allocation plan. Personally, I do not believe that anyone could have foreseen at that time the nature and extent of the interference now encountered. I recall that representatives of several receiver manufacturers mentioned the wisdom of field-testing FM receivers. In the presence of strong radio frequency fields, the receiver selectivity is not the same as in the laboratory operating with low output signal generators.

It can now be shown that it would be extremely difficult and economically unsound to produce FM receivers which would successfully separate FM stations in a given city with the present channel spacing of 400 kc. The FCC engineers are attacking this problem with dispatch, and we all expect the announcement of a more workable allocation plan in the very near future.

In conclusion, I can say that the problem is one which can be readily corrected by reallocating the FM stations three channels or four channels apart; also, that this can be done most conveniently at this time when many of the FM stations are operating on an interim basis. Under such a change, the same ultimate number of FM stations could be accommodated except in the major centers of population where more channels may be required. Even in these major centers, proper physical location of the FM stations would go a long way toward solving the problem.

FM Interference to Be Cured By Reassignments, Says Jett

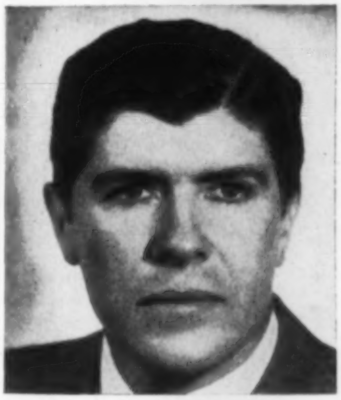
FM INTERFERENCE, being man-made can be cured by man, Commissioner E. K. Jett told the Washington Advertising Club luncheon at the Statler Hotel last Tuesday at a panel discussion on "FM as an Advertising Medium." AM interference, he continued doesn't yield to man-made devices.

Commissioner Jett, a guest at the luncheon, said he has "every confidence that we can solve any FM problems in a short time." He added that this process will require some readjustment of assignments. Mr. Jett's observations came in response to a question addressed to him from the audience.

The panel was conducted by Bill Bailey, executive director of FM Assn. Panel members were Leonard L. Asch, WBCA Schenectady; Roy Hofheinz, KOPY-FM Houston, FMA president; Hugh D. Lavery, account executive, McCann-Erickson, New York, giving the agency viewpoint on FM; Everett Dillard FMA vice president and owner of WASH (FM) Washington and KOZY Kansas City. WASH broadcast the proceedings and provided background music prior to the panel.

Guests at the luncheon included Stuart L. Bailey, of Jansky & Bailey; Hudson Eldridge, manager of WASH; Sol Taishoff, editor and publisher of BROADCASTING; Harvey Dawson, manager, Canadian Assn. of Broadcasters; Douglas Scott, CAB director of broadcast advertising.

BROWN RESIGNS KOMA; SUCCEEDED BY BERNARD



MR. BERNARD

THE RESIGNATION of Kenyon Brown, vice president and general manager of KOMA Oklahoma City and appointment of Joe V. Bernard, national sales manager, as his successor was announced Friday by John Griffin, president of KOMA Inc. and of KTUL Tulsa.

Mr. Brown, who has managed the station for the past five years, will relinquish his post May 1. He has not announced future plans. He was recently reelected to the CBS stations advisory committee and supervised the installation of KOMA's new 50,000 w transmitter.

Mr. Bernard, who joined KOMA two years ago upon his release from the Navy, first was director of sales and this February was elevated to national sales manager of both KOMA and KTUL. He formerly was sales manager of KOCY and on the sales staff of WKY Oklahoma City.

Both KOMA and KTUL, which is directed by John Esau, vice president and general manager, effective April 1 will be represented nationally by Avery-Knodel Inc.

World-Wide Radio Network Proposed

THE FUNDAMENTAL importance of radio in international communications, particularly in reaching the world's millions of illiterates for whom programs must be carefully prepared, was stressed last week at a section on press and radio of the four-day Philadelphia meeting of the United States Commission for the United Nations Educational Scientific and Cultural Organization.

Section on press and radio, meeting under the co-chairmanship of Justin Miller, NAB president, and Barclay Acheson of Curtis Publishing Co., representing the National Publishers Assn., also was attended by representatives of civic and community organizations throughout the country who met concurrently in Philadelphia in a special UNESCO conference.

Group recommended to the National Commission that "a committee of experts be set up to consider proposals for an international radio network," with a second expert committee organized "to advise on the supply of program material for broadcasting facilities given to UNESCO by the broadcasting companies."

Much of the meeting was focused on means of attacking the present barriers to the free flow of communications, with the group adopting recommendations that UNESCO be requested "to explore at once . . . the need for the use of radio and the press in education," and that "the holding of an international conference on freedom of information and removal of obstacles to the free flow of information be made one of the foremost objectives of UNESCO."

Leaders in the discussion included Sterling Fisher, assistant public service counselor of NBC; Robert Hudson, CBS director of education; Franklin Dunham, U. S. Office of Education; Mrs. Kathleen Lardie, president, Assn. for Education by Radio.

A separate section on copyright decided definitely to study the international copyright problem, but recommended that the United States not participate in the proposed copyright meeting in Belgium.

Sholis—Coulson

(Continued from page 15)

devoted to the affairs of the clear channel stations, has demonstrated fine executive ability and an expert awareness of the function of the clear channel station in serving the rural and remote listener," he declared. "At WHAS he will be in a position to carry forward this excellent work at one of the country's foremost stations.

"When Mr. Sholis' work in the hearings is complete, the executive committee of CCBS will announce the appointment of his successor and Mr. Sholis will take a place on our executive committee. It is the intention of our group to continue unrelentingly the fine work done for us by Mr. Sholis in protecting the integrity of clear channels as the only scientific means yet devised of providing interference-free radio programming at its best to the non-urban listener."

At WHAS Mr. Sholis will function under Barry Bingham, president of the *Courier-Journal* properties, and Mark Ethridge, vice president and general manager of the company. Mr. Ethridge, now on a UN mission to Greece, has served as a member of the CCBS executive committee from its formation.

Mr. Sholis, a former top-flight newspaperman, joined CCBS in February, 1941. He entered the Army as an enlisted man two years later and served in New Guinea, Leyte and Luzon during the Pacific campaigns. He received a direct field commission in Luzon and was separated from the service in January, 1946, as a first lieutenant.

Before joining CCBS, Mr. Sholis served as special assistant to Harry Hopkins, Secretary of Commerce, from 1939 until 1941. He also served under Secretary Jesse Jones, Mr. Hopkins' successor.

Formerly of Chicago, Mr. Sholis graduated from the U. of Illinois with a B.S. in journalism, *summa cum laude*. He served on the staff of a community newspaper in Chicago until 1934 when he joined the Chicago *Times*, becoming its political editor. He left the *Times* in 1939 at the behest of Secretary Hopkins.

During the past few months, Joe Eaton, commercial manager of WHAS and Orrin Towner, technical director, have been directing activities of WHAS and of its FM affiliate, WCJT. Mr. Coulson is in Santa Barbara visiting with his brother, who resides there.

At Deadline ...

9 NEW AM CPs GRANTED; 8 FOR 1 KW DAY

(*Earlier AM grants on page 84*)

FCC FRIDAY granted nine new AM stations, all on daytime assignment; eight with 1 kw, one 250 w. Six of new outlets are on clear channels, three on regional. At same action FCC granted power increase to WCYB Bristol, Va., from 1 kw to 5 kw on 690 kc.

Ownership of new permittees and assignments granted follow:

Coral Gables, Fla.—Peninsular Broadcasting Corp. 1070 kc, 1 kw, day only. Principals: George W. Thoppe, advertising director, Miami Daily News, president and manager and about 58% of issued stock; P. J. Manson, physician, vice president-treasurer and 19% plus; Mrs. Martha Manson (wife of P. J.), secretary and 19% plus; Thomas H. Anderson, attorney, 3%-plus. Granted March 27.

Tyler, Tex.—Rose Capital Broadcasting Co. 1530 kc, 1 kw, day only. Principals: Bernard Wolf, Army veteran and salesman of Gulf State Lumber Co., president and 15% owner; Lonnie J. Preston, owner KASA Elk City, Okla., vice president and 15%; V. M. Preston, secretary-treasurer and 15%; Percy R. Andrews, Navy veteran and in real estate business, director and 12½%; Grady C. Hagen, dentist and former Army major, director and 7½%; Warren S. McDonald, director and 5%; Jake Wolf, vice president Mayer & Schmidt Dept. Store, Tyler, director and 10%; Alice Howenstein, director and 15%; Messrs. Preston and Miss Howenstein are interested in Plains Empire Broadcasting Co., Amarillo, Tex., applicant. Granted March 27.

Oak Cliff, Tex.—Trinity Broadcasting Corp. 1190 kc, 1 kw, day only. Principals: Barton R. McLendon, general manager and half owner Tri-State Theatres, Dallas, 50% of issued stock; Gordon McLendon, 51% owner of KNET Palestine, Tex., 40%; J. R. Euler, film buyer and booker, 10%. Granted March 27.

Port Huron, Mich.—Times Herald Co. 1360 kc, 1 kw, day only. Grantee firm publishes Times Herald, only daily in Port Huron, and is headed by W. W. Ottoway. Granted March 27.

Grand Rapids, Mich.—Furniture City Broadcasting Corp. 1570 kc, 1 kw, day only. Principals: Simon Oppenhuizen, former announcer WLAV Grand Rapids, owner 1,000 shares; Jennie Oppenhuizen, half-owner gas station, 1,000 shares; Raymond A. Plank, WLAV chief engineer, 500 shares; Thomas F. Vander Mey, Navy veteran, process cameraman, 100 shares; Herbert L. Vander Mey, formerly with display advertising department of Grand Rapids Herald, 100 shares; Gerald L. Vander Werp, Army veteran and inspector White-Haines Optical Co., 100 shares; Robert S. Tubbs, attorney, 100 shares; William D. Vander Werp, Army veteran, now with Grand Rapids Fibre Cord Co., 100 shares. Granted March 27.

Milwaukee—Andave Radio Co. 1430 kc, 1 kw, day only. Principals: Fred Froede, president Home Savings Bank, 24 shares; Sydney Charney, attorney, 20 shares; Gerald Bartell, Navy veteran, 10 shares; Bruno Bitker, 20 shares; George Grabin, with Arthur Meyerhoff & Co., 10 shares; Arthur Meyerhoff, head of own agency, 6 shares; Ben Berkin, public relations, 5 shares; Lee K. Beznor, 5 shares. Granted March 27.

Gainesville, Tex.—Gainesville Broadcasting Co. Inc. 1580 kc, 250 w, day only. Principals: Joe M. Leonard, editor and co-publisher Daily and Weekly Register, 60% owner; Louis C. Pritchford Jr., Navy veteran, formerly with KAVE Carlsbad, N. M., and KWFT Wichita Falls, Tex., now program director KTRN-FM Houston, Tex., 20%; Joe M. Leonard Jr., Navy engineer 0.98%; W. P. Grether, radio engineer, 0.98%; S. A. Twiford, 18.3% WCNC, 32.35%. Granted March 27.

Newport News, Va.—Eastern Broadcasting Corp. 1270 kc, 1 kw, day only. Principals: Dr. J. A. Gill, 18.3% owner WCNC Elizabeth City, N. C., 32.35%; W. K. Leary, 18.3% WCNC, 32.35%; Edd Harris, manager and 24% WCNC, 0.98%; Julius L. Grether, radio engineer, 0.98%; s. c. S. A. Twiford, 18.3% WCNC, 32.35%. Granted March 27.

Green Bay, Wis.—Green Bay Newspaper Co. 810 kc, 1 kw, day only. Company publishes Press Gazette, Green Bay's only daily. Victor I. Minahan is president. Granted March 27.

EX-FCC TRIO DENIED PAY

FORMER FCC officials Goodwin B. Watson, Robert Morss Lovett, William E. Dodd denied compensation for services by House Appropriations Committee despite Supreme Court ruling in their favor. Congress had removed them from payrolls after inquiry involving subversive charges in November 1943.

TED STEELE, formerly WHDH Boston, named to head radio department of John C. Dowd Inc., Boston.

'LUX THEATRE' TOPS PULSE EVENING RATINGS

AVERAGE quarter-hour sets-in-use in New York dropped from 27.4 in February to 27.0 in March, Pulse Inc., New York, reported last week. Average quarter-hour sets-in-use for March, 1947, showed 6% increase over March, 1946. Average quarter-hour sets-in-use reported for February, 1947 was 27.4 and for March, 1946 was 25.5.

Top 10 evening shows for March, 1947: Lux Theatre 24.7, Jack Benny 24.0, Chase & Sanborn Program 22.3, Fred Allen 21.7, Walter Winchell 21.7, Bob Hope 21.7, Fibber McGee & Molly 21.3, Suspense 20.3, Mr. District Attorney 20.0, Red Skelton 19.3, Bing Crosby 19.3.

Top 10 daytime shows: Kate Smith Speaks 7.3, Aunt Jenny 7.1, Our Gal Sunday 6.9, Helen Trent 6.8, News—H. Clark 6.8, Rosemary 6.6, Big Sister 6.3, Ma Perkins 5.9, Evening Ballroom 5.9, My True Story 5.9, Grand Slam 5.9, When a Girl Marries 5.9.

Top 10 Saturday and Sunday daytime shows: The Shadow 13.0, Counterspy 11.3, Quick as a Flash 10.0, Harvest of Stars 10.0, Quiz Kids 10.0, Sheaffer Parade 9.3, Hour of Charm 9.3, True Detective 9.3, Family Hour 9.0, RCA Victor Show 9.0.

WOKO STA EXTENDED; 28 GIVEN TEMPORARIES

EXTENSION to April 30 of special temporary authority for operation of WOKO Albany, N. Y., granted by FCC Friday. Station petition pending for amendment and reconsideration of license renewal application; also pending Van Curler Broadcasting Corp. petition for immediate consideration and grant of its application for WOKO facilities. WOKO denied renewal because of hidden ownership [BROADCASTING, March 24].

Same time FCC renewed KODY North Platte, Neb. license to Aug. 1, 1949, and extended following on temporary license to July 1, 1947: KABC KXOX KSIL KVNU WCTA WEDC WRAW WWPG WABY WBLK WEOA WJOI WTSB WING WKBW WNOE WOV (and aux.) WPAR WJOL WTEL W6XAO W6XDU W2XMT W1XVJ W2XEO W4XGG W9XMB W2XBD.

FCC TO CONSOLIDATE SCATTERED OFFICES

SEVERAL of FCC's scattered Washington offices to be moved to new quarters in Temporary Bldg. No. 1 starting early in April. Commission has been told to vacate 13,000 square feet on first floor of New Post Office Bldg. for P.O. Dept. use, and change will affect over 200 employes. Some other offices also will transfer to Tempo. 1. Slated for early transfer are Safety & Special Services Branch, Engineering Dept.; Safety & Special Services Division, Law Dept.; Field Engineering & Monitoring Division (including part now at 601 Pennsylvania Ave. NW); Technical Information (now at 1319 F St. NW); units of Frequency Service Allocations Division; Commercial License Section; Amateur License Section (now at 316 F St. NE).

HALEY GETS KAGH 100%

ANDREW G. HALEY, Washington radio attorney and 60% owner of new KAGH (FM) Pasadena, Calif., acquiring full ownership. Consideration is return of investments made by partners: Tom Olsen, owner KGY Olympia, Wash. (25%); Martin Summerfield, California Tech professor (10%); William J. Donahue, Pasadena attorney (5%). KAGH due to go on air within month.

NEW RETAIL SUBCOMMITTEE MEMBERS NAMED BY NAB

MEMBERSHIP of NAB Retail Advisory Subcommittee of Sales Managers Executive Committee announced by Odin Ramsland, KDAL Duluth, SMEC chairman, and William D. Murdock, WOL, head of subcommittee. Named to group are: Joe DuMond, KXEL Waterloo, Ia.; Gerald F. Boyd, WPAY Portsmouth, O.; Edwin Mullinax, WLAG LaGrange, Ga.; William R. Alford Jr., WSYR Syracuse.

Subcommittee will study methods of developing retail radio advertising; work closely with NRDGA and other retail associations, as well as retail trade journals; study and recommend plan to establish permanent retail research foundation in NAB.

GEORGE E. STERLING, FCC chief engineer-elect, will address Region 1 meeting of FM Assn. April 14 at Ten Eyck Hotel, Albany.

Closed Circuit

(*Continued from page 4*)

present half-hour station identification requirement (one-hour break is talked) might be accompanied by specification that there be no commercial spots before or after one-hour break? That's what some affiliates are pondering.

ONE OF GREATEST NAMES in world affairs soon will become identified with radio. Former Secretary of State James F. Byrnes slated for minority ownership in WORD Spartanburg, where he resides, in transfer applications soon to be filed involving both WSPA and WORD Spartanburg [CLOSED CIRCUIT, March 17]. WSPA goes to Surety Broadcasting Co., owned by Liberty Life Ins. Co. of Greenville, for $450,000. Walter J. Brown, general manager of WSPA and 10% owner, simultaneously would acquire control of WORD for $85,000 with Secretary Byrnes and Spartanburg *Herald & Journal* acquiring minority interests.

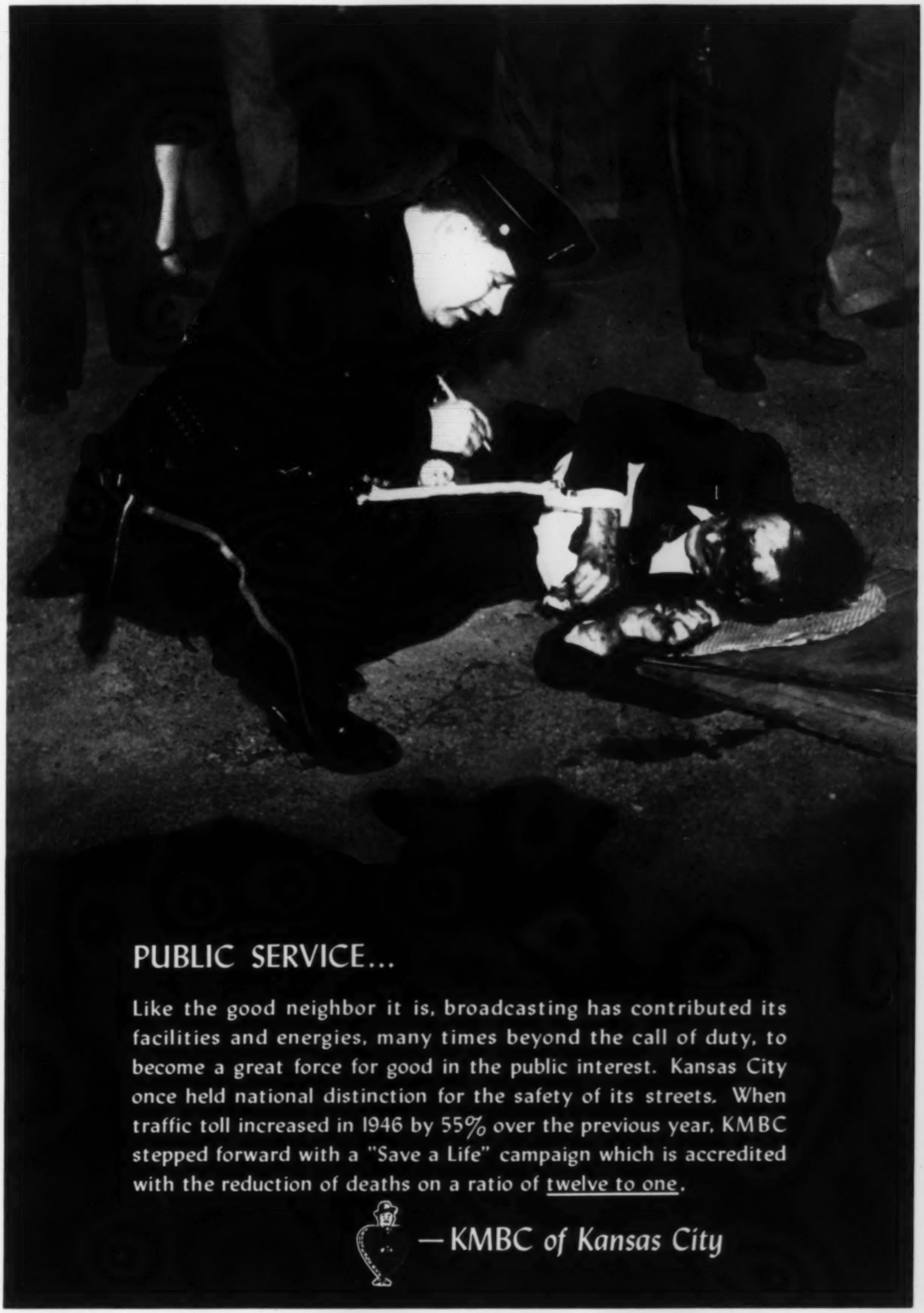
CURRENT REPORTS about imminent sale of Dorothy Shiff Thackrey stations—KYA San Francisco, KLAC Hollywood and WLIB New York—may be discounted. There are no current negotiations and while offers were received year ago, none has been seriously entertained.

LOOK FOR new rash of editorials in leading newspapers on facsimile development in near future. Most comprehensive analysis yet undertaken of visual medium has been made by Kendrick Lee, of Editorial Research Reports, Washington, exclusively for newspaper clients.

WITH PAUL A. PORTER returned from his special ambassadorial mission to Greece, there's speculation again as to what he will do. Former FCC Chairman had all but been selected for presidency of Broadcast Music Inc. several months ago when President Truman drafted him for European mission. BMI presidency hasn't yet been filled.

FROM HIGHEST official radio source comes confident prediction that Ray C. Wakefield will be renamed by President Truman prior to June 30 for another seven-year term on FCC. Source is not so confident about confirmation by Republican Senate despite Californian's Republican label. No formidable opponent has yet emerged. Nomination in 99% of cases means ultimate approval.

UNITED ELECTRICAL, Radio & Machine Workers of America (CIO) reportedly seeking news commentator of pro-union leanings to sponsor on weekly network show, perhaps MBS.



PUBLIC SERVICE...

Like the good neighbor it is, broadcasting has contributed its facilities and energies, many times beyond the call of duty, to become a great force for good in the public interest. Kansas City once held national distinction for the safety of its streets. When traffic toll increased in 1946 by 55% over the previous year, KMBC stepped forward with a "Save a Life" campaign which is accredited with the reduction of deaths on a ratio of twelve to one.

—KMBC *of Kansas City*